

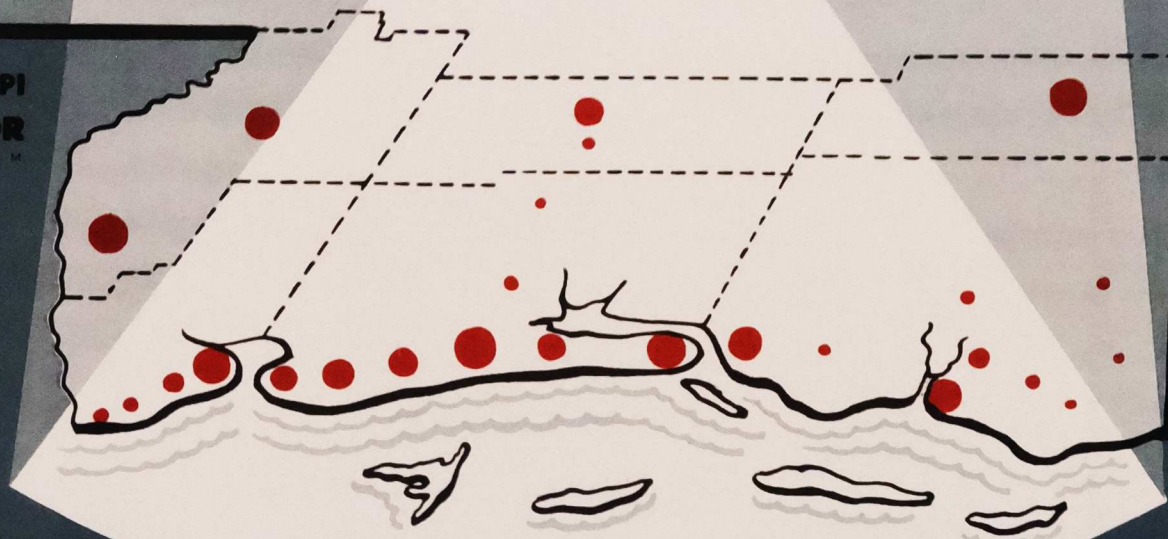
MISSISSIPPI

Coast

AREA

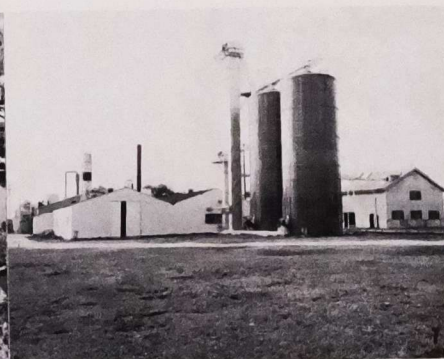
MONITOR

MISSISSIPPI
MONITOR



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1959-60



INDUSTRIAL LEADER

of the *MISSISSIPPI Coast* AREA



Planning and building on a foundation of natural resources and intelligent, willing, capable citizens, Jackson County today proudly stands at the head of the New INDUSTRIAL South. Our people are proud of the many industries which have come to locate in our county. Through the untiring efforts of groups actively engaged in promoting a greater Jackson County, many more companies are now considering our fine advantages of climate, water supply, transportation, a deep water port, planned industrial sites and ideal labor-management living conditions.

There's so much more for those who choose to work and live in —

Jackson COUNTY

THE IDEAL SPOT FOR
INDUSTRY and INDIVIDUALS

Pictured top and side are some of Jackson County's many industries

1 Ingalls Shipbuilding

2 H. K. Porter Co.

3 International Paper Co.

4 Coastal Chemical Corp.

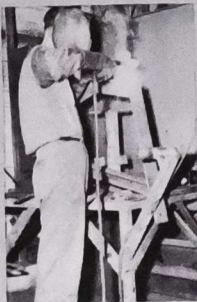
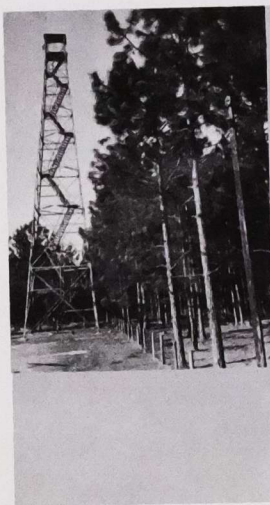
5 B. V. D. Co., Inc.

6 Fish Meal Co.

7 Mississippi Menhaden Co.

INTRODUCING

a land of growth
in **COMMERCE**
INDUSTRY
RECREATION
and
INITIATIVE



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We wish to express thanks and acknowledge assistance from all area Chambers of Commerce, the A&I Board, Mississippi Power Co. New Industries Dept., County Agents, and Forestry Service Representatives, for pictures and information.



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The presentation of the Mississippi Coast Monitor to the American public is an endeavor to acquaint our readers with the Coastal region of our state. Old among the states of the Union, Mississippi at present is in its infancy of development and offers many potentials unknown to the nation at large.

Here in the Deep South, where the Gulf of Mexico meets the white sands of the longest man-made beach in the world and the rolling red clay hills a few short miles inland boast some of the country's finest pine forests, a new empire is being created. Utilization of advantages in climate, location, and natural resources is stimulating initiative among its residents, resulting in development programs rivaling those of any area of the country. Commerce and industry are moving rapidly into what formerly was considered exclusively recreational and agricultural areas. Natural port facilities with deep harbors, navigable rivers, rail, air, and excellent highway transportation systems offer added inducement for such development.

Labor is plentiful in both skilled and unskilled fields. Wage scales are less than in most industrial areas. Union problems are not a part of the picture. Industry is encouraged by year-round temperate climate, an unlimited water supply from deep and shallow ground sources, and an inland waterway system offering economical transportation service. New residential developments provide quality homes at nominal costs.

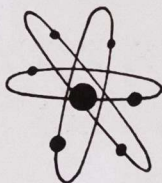
The glittering resort area along the beautiful beach front has earned and well deserves the name of "the Riviera of the United States." Prosperous inland farms boast fine herds of dairy and beef cattle and contain the heart of the nation's tung industry.

Herein we give you information and pictures showing the advantages of good living to be found in the Mississippi Coast Area for those who choose to call it home. There is play and fun for those who seek relaxation; here fresh and salt water fishing is the finest, swimming is safe in waters protected by a chain of islands which eliminate undertows usually so hazardous to ocean bathers; game hunting is superior; additional diversified enjoyment is offered by fine golf courses, riding stables, scenic drives through forests and farmlands, and visits to historical sites.

This is a land rich in tradition, a land which has garnered its culture from many nations. Vigorous in its new industrial growth, it has chosen leaders who are determined to build and plan for the future while extending a welcome to their coast section's wonderful way of life and warmhearted, friendly people.

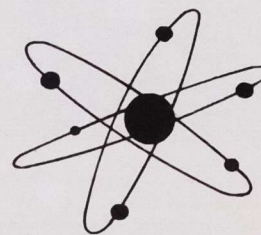
progress

in a few short years has rocketed
our city to phenomenal stature . . .



pride-

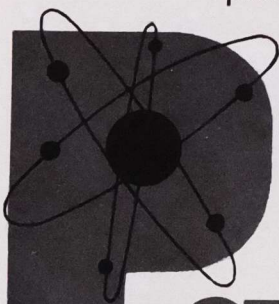
in accomplishment
furtheres our ambitions and
each day sees a new de-
velopment in our industrial
growth. Today's ideas are
fast transformed into to-
morrow's realities.



2A

purpose-

spurs initiative in the new genera-
tion and incentive in the present
leaders. We know we have the
advantages—our goal is to develop
them to the utmost. All industry's
needs are met with farsighted
planning that assures success in



**MISSISSIPPI'S
NEW GIANT**

The City of



ascagoula



Ingalls Shipyard at Pascagoula is the Mississippi Gulf Coast's largest industry and was one of the first to take advantage of the state's new industrial planning.

JACKSON county •

Rocketing out of a lethargy of several centuries, Jackson County has blazed its name across the industrial skies of modern Mississippi. Aware of the vast natural resources and tremendous potentials of their area, keen-minded leaders, endowed with boundless mental and physical energies and clairvoyant perception, are adding impetus by steering their county into the beneficial channel of industry.

The county was organized December 14, 1812, and named for Andrew Jackson. Situated in the extreme southeast corner of the state, it is bounded on the east by Alabama, on the west by Biloxi Bay and Harrison County, on the north by George County, and by the Gulf of Mexico on the south. With an area of 744 square miles, it contains three incorporated cities, Pascagoula (county seat), Moss Point, and Ocean Springs; several unincorporated communities including Gautier, Kreole, and Vancleave, and the newly developed Bayou Casotte Industrial Area. All are located in the southern or coastal region where the land is level or only slightly undulating. The central and northern parts of the county are rolling and excellently drained, making ideal farming lands. It is in this area that the 1,216 farms of Jackson County are located, with 98,055 of its 476,160 acres under cultivation. The average farm contains 80.6 acres, with about a dozen having more than five hundred acres, and eight containing more than one thousand. Among the counties of the state, Jackson holds its place with the leaders in population growth, showing an increase from 34,401 in 1950 to 52,700 in 1958. A 1954 local census shows the rural population to be 10,600.

One of the major assets of the Mississippi Gulf Coast directly responsible for explosive expansions of the region

is temperature year-round climate. The daily mean temperature of Jackson County is 59 degrees, with average January readings of 53 degrees, and average July readings of 81.3 degrees. Snow is practically unknown in this area; average annual rainfall is 56 inches and the average number of frost-free days annually is 279.

U. S. Highway 90 crosses the southern part of the county, east and west, intersecting Mississippi Highways 63 at Pascagoula and 59 at Ocean Springs, both running north. Jackson rates among the first five counties of the state for mileage of hard surfaced roads.

It is served by the Louisville and Nashville Railroad, offering freight and passenger accommodations, and by the Mississippi Export Railroad, a short line freight service with its southern terminus at Pascagoula and connecting at Evanston, Mississippi, about forty miles north, with the Gulf, Mobile and Ohio line. Regular connections are made by the Mississippi Export RR with the Louisville and Nashville and the Gulf, Mobile and Ohio. Approximately a dozen truck lines give unexcelled service, offering overnight deliveries to nearby areas, and connecting with all areas of the United States.

Deep water harbors are located at Pascagoula, Bayou Casotte, and Moss Point. A deep channel, extending from the Bayou Casotte Industrial Area into the Mississippi Sound, connects with the Pascagoula Channel three miles south of the mainland; approximately two miles south of this junction the Pascagoula Channel joins the Intra-coastal Waterway. Ten miles south of Bayou Casotte the channel enters Horn Island Pass and the forty-foot depth of the Gulf of Mexico; beyond this lie the principal shipping lanes of the maritime world.

The Jackson County Airport is located two miles east of Pascagoula, and has three 4,500-foot paved runways, any of which can be economically extended. A master plan reserves space for possible airport expansion. Present accommodations are excellent for private aircraft, with commercial air service available at Gulfport (33 miles west), or at Bates Air Field, Mobile, Alabama (35 miles east).

A bi-weekly newspaper published in Pascagoula, and a weekly published in Ocean Springs carry local news interests. Daily publications from Gulfport, Mobile and New Orleans are widely circulated throughout the county.

Radio installations are at Pascagoula and Moss Point, with television receptions from Mobile, New Orleans, Pensacola, Hattiesburg, and Jackson. The Southern Bell Company provides telephone communications for the county.

Urban and industrial electric power is supplied by the Mississippi Power Company, with rural electricity from the Singing River Electric Power Association. Natural gas is provided by the United Gas Corporation, which services the entire Mississippi Gulf Coast for urban and industrial needs. Liquid gas is available from several companies who distribute throughout the county.

A major factor contributing to the industrial expansion of the county is its bountiful water supply. Abundant water is available from the Pascagoula and Escatawpa Rivers and their tributaries, which drain a watershed of thousands of square miles; from deep artesian wells which provide unlimited quantities of pure, soft water; from shallow underground sources with slight chemical content.

In the heart of the Southern Yellow Pine Belt, Jackson County produces quantities of timber (hard and soft wood types), and carefully practices

reforestation.

During the latter part of the 1930 era, a pasturage program, (clearing land and creating pastures), was inaugurated by the Board of Supervisors. This program was the means of developing outstanding dairy and breeding herds in the county.

Row crops are grown in commercial quantities with processing plants located close by. Tung and pecan orchards flourish, with nuts from these trees providing sizable incomes for growers. Products of the sea, one of the great natural resources of the county, contribute enormously to its economy. Edible and non-edible varieties of seafood are processed by numerous industrial plants located in Pascagoula, Bayou Casotte, Moss Point and Ocean Springs.

Industries of Jackson County are not relegated to particular types; diversified manufacturing includes animal traps and decoys, ship building and ship repairing, canned seafoods, fish meal and fish oils, pulp and paper, marine supplies, offshore drilling equipment, veneer and plywood, fertilizer, cat food, chemicals, vitamin products, creosoted products, optic instruments, underwear and sportswear, and academic caps, gowns and gym suits.

One of the highly ambitious and most successful ventures of the Jackson County Board of Supervisors (under direct control and ownership of the county) was the institution of the Bayou Casotte Industrial Area. 7200 acres of land located at Bayou Casotte (two miles east of Pascagoula and two miles south of Moss Point), were set aside for industry and over a million and a half dollars were spent to dredge a deep-water channel. Electric power is available through the Mississippi Power Company, who in addition to their own power, obtain power as needed from the Southern Company System, and if necessary may obtain power from the Middle South System. An expansion program for the Pascagoula-Bayou Casotte ports is underway with ten million dollars in state aid allocated to the Board of Supervisors and the Port Authorities. Included in this program is a multi-million dollar grain elevator and four port terminals with bulk handling facilities and warehouses.

Ingalls Ship Building Corporation, one of the major shipbuilders of the nation and the largest industry in Mississippi, is located in Pascagoula, employing about 5,000 persons, with an annual payroll of approximately \$20,000,000. Ranking with the leading in-

dustries of the county, International Paper Company located at Moss Point, employing about 1700 persons, with an average annual payroll of \$6,000,000, was among the pioneers in milling Kraft paper from southern pine. In addition to the larger industries of the area, there are numerous small manufacturing plants, including the Suniland Dairy, only pasteurizing plant in the county, and John Morrell and Company which opened the tuna industry in the county in 1947.

Raw materials available from the immediate area include forest products, natural gas, petroleum, cotton, and products of the sea; economically imported from mid-continent via the Intra-coastal Waterway, are grain, wool, iron, machine parts, coal and sulphur; foreign raw materials which can be imported at economical rates include rubber, molasses, mahogany, nitrates, jute and other fibers, coffee, phosphates and bauxite.

Undoubtedly the greatest natural resource of any area is its people. In Jackson County ninety-five percent of the population is native born, with a large percentage skilled in industrial trades. There is an existing labor pool, quick to learn new trades; these people make ideal employees. Labor unions in

2

Three to get ready . . .

IN THE ZOOMING GROWTH OF JACKSON COUNTY

The boom town of our county where the wheels of industry hum around the clock and a new city of steel and concrete rises before your eyes. There's prosperity today and a golden future for the city of Pascagoula.

• PASCAGOULA CHAMBER OF COMMERCE

Big industry has already discovered energetic, alert Moss Point. We are keeping pace with the industrial development of our area by future planning and friendly cooperation in all endeavors of both residents and business.

• MOSS POINT CHAMBER OF COMMERCE

Charming and beautiful but busy and growing, that's Ocean Springs. Long famous and known nationwide for our wonderful resort facilities and historic past, we now, enter with confidence, the industrial race in our county.

• OCEAN SPRINGS CHAMBER OF COMMERCE



the vicinity are co-operative and Mississippi's "Right To Work Law" does not permit union shops. Wage scales vary from a low of \$1 per hour for unskilled labor to \$3 per hour for highly skilled trades. Jackson has the highest per capita income of any county in the state.

Employing special legislation, Jackson became the first county in the state to own and operate a hospital. In February of 1931, at a cost of \$32,000 including all equipment, a twenty-two bed hospital was opened and began its service to the people. It was staffed with a superintendent, two nurses, and one orderly. During the following twenty-seven years, three additions, with an increase to one hundred and nine beds, and a nurses' home were added. High standards of maintenance through the years won full accreditation for the institution in 1957 from the Joint Commission on Hospital Accreditation. It was one of the four south Mississippi



Animal Trap Co. of Miss. manufactures steel traps, decoys, fur stretchers, and paper-mache products.

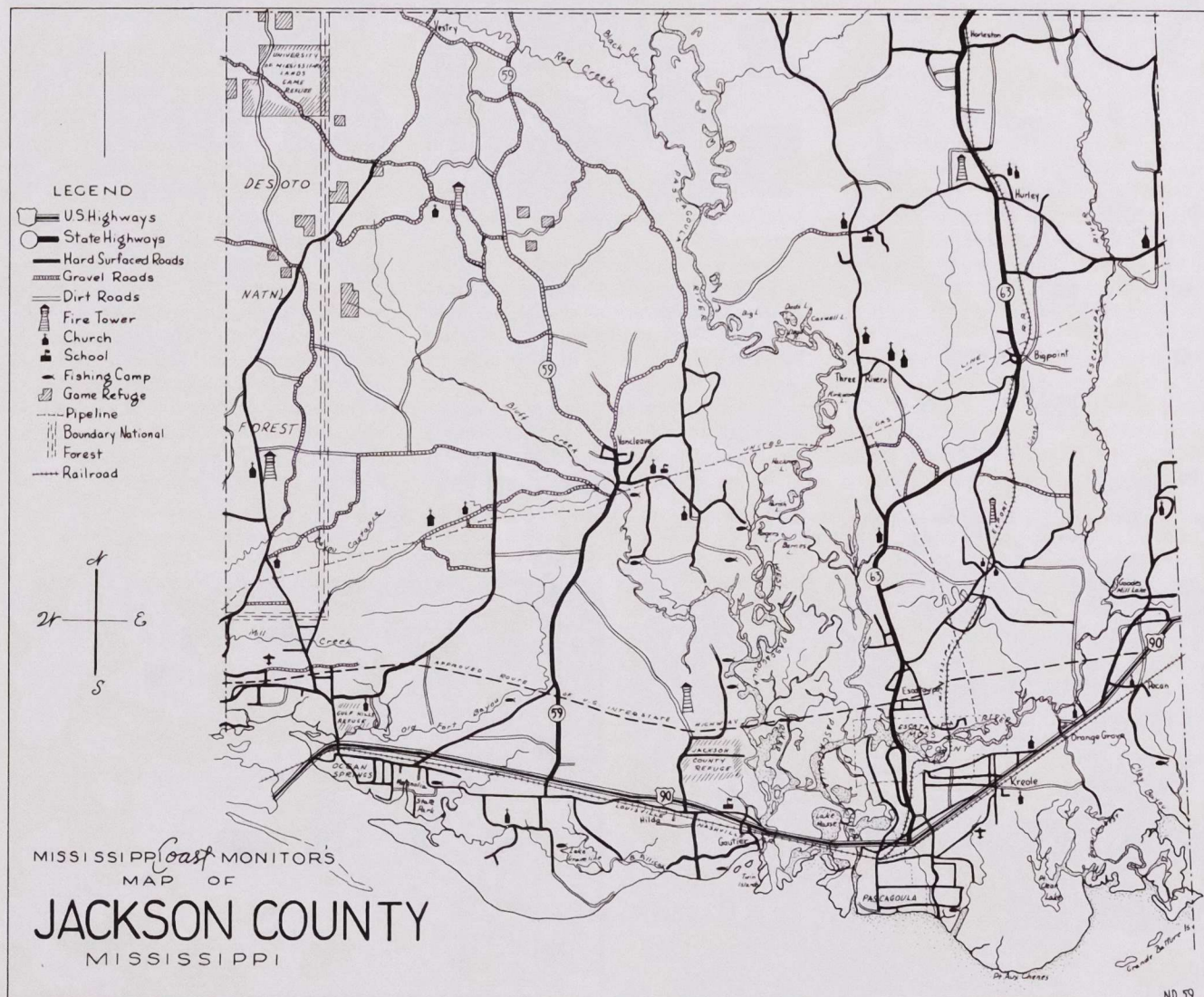
hospitals to meet the necessary standards required for such accrediting, the highest rating given the world over by the Joint Commission for Hospitals. On June 16, 1959, the one hundred and twenty-two bed Singing River Memorial Hospital was dedicated, replacing the Jackson County Hospital. Located two

miles east of Pascagoula on Highway 90, the new hospital (Hill Burton plan) was constructed at a cost of \$3,400,000. A sixty-bed addition will be completed in 1960.

A county health department, organized in 1957, headed by a physician with special knowledge in public health service, and two public health nurses, conduct immunization programs for pre-school and school children, operating in schools, community clinics, and at health department offices.

A new administrative office was instituted by the Board of Supervisors in 1958 with the establishing of a county zoning office. Proposed business establishments and factories outside city limits must be approved by this service; all construction including homes, outside city limits, must secure building permits from this office.

Schools in the county are divided into four districts, three of which are Municipal Separate School Districts,





A beautiful and imposing structure in the city of Pascagoula is the Jackson County Court House.

eminating from Pascagoula, Moss Point and Ocean Springs; the fourth constitutes the Jackson County School District. These four districts contain twenty-four public schools, and three parochial schools (the latter located in Pascagoula and Ocean Springs), with enrollments of more than 12,000.

Encouraging agriculture and livestock in the county, the Board of Supervisors co-operates with the Jackson County Fair Association in producing an annual fair each October. A four-day program of special events staged on the County Fair Grounds, located between Moss Point and Pascagoula, is ruled by a king and queen selected from among school students. Junior and adult entries are exhibited. Competition is keen among the youth associated with 4-H Clubs and The Future Farmers of America. Jackson County is the center of the state 4-H Clubs' summer activities. More than four thousand

state members annually attend the fifty-acre 4-H Club Camp situated in the eastern part of Magnolia State Park. This program, established since 1950, is fostered by the Board of Supervisors.

The courthouse in Pascagoula is one of the most handsome and well constructed buildings in southeast Mississippi. Completed in 1950, this imposing edifice four stories high excluding the ground floor, houses county offices. Located on the top floor is the best equipped and most modern jail in the entire south.

Assessed valuation of Jackson County is \$35,000,000 with assessment normally set at 40 percent of real value. Millage is 21.5 state and county. Bonded indebtedness of the county is approximately \$4,000,000.

In addition to giant industrial strides and agricultural assets, Jackson County offers exciting inducement for travelers. Some of the most exclusive accommo-

dations of the country are to be found here, as well as numerous others, moderately priced and offering comfort and convenience. Restaurants are plentiful and food superior.

The county is steeped in history. Visitors will revel in viewing the Old Spanish Fort at Pascagoula, first garrison to be erected in the Mississippi Valley between the Appalachian and Rocky Mountains; in taking pictures of the historic marker which points out the site of the cotton gin operated by pioneer members of the Krieb's family at least two generations prior to the use of the Whitney gin; the replica of the marble plaque, the original of which was unearthed in 1910 on an estate in Ocean Springs, and which after cleaning was discovered to have chiseled on it the name of Pierre le Moyne d'Iberville, and dated 1699. This original was presented to the Louisiana State Museum in New Orleans for a perma-



The new, completely up-to-date Singing River Hospital located two miles east of Pascagoula on U. S. Highway 90.

Opposite the Court House is the new Pascagoula City Hall. Contemporary in design, it was planned for maximum efficiency.

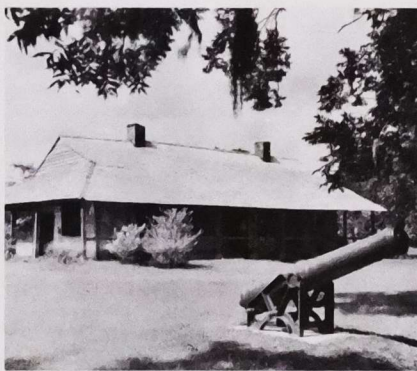


This fine new bridge spans the Singing River at Pascagoula. It is four lanes wide to accommodate the heavy flow of traffic on U. S. 90.



Museum in New Orleans for a permanent display as a courtesy for having established the authenticity of the plaque as being inscribed by d'Iberville, with a replica made for display at the Old Spanish Fort Museum. An hour or so can be spent leisurely browsing through the magnificent "Old Place," built by a Gautier, with the town named for the same family, located on the west banks of the Pascagoula or Singing River and Highway 90. This home, a treasure chest of antiquity and charm, and the beautiful gardens shaded by massive live oak trees draped in ancient Spanish moss, take visitors into a realm of serenity. At twilight along the banks of the Singing River, on occasion during any season of the year, may be heard the plaintive music which soft and eerily distant at the start, reaches crescendos swelling the air with vibrations. Legend attributes this to ghosts of Indians of the area who, unable to face defeat marched into the river singing. These mysterious yet exquisite sounds have never been scientifically explained, but have continued to be heard at intervals through the years.

Scenic drives may be taken along beaches and miles inland on excellent roads. Leaving the level coastal region, visitors will become enchanted by



All visitors enjoy the historic Spanish Fort Museum, one of the most fascinating historical exhibits of the Coast Area.

suddenly finding themselves in gently rolling hill country, where wondrous blooms of flowering dogwood, bay, tung and magnolia may be seen in spring, where soft greenery reduces glare in summer months, and ever-green pines make eternal spring of winter. Relaxation will automatically reduce speeds as pastoral scenes of model farms, surrounded by lush pastures with stock grazing contentedly, come into view. Patterns of plowed fields and growing crops add richness to the landscape and drives through pine forests where tree farming is practiced are in-



One of the showrooms at world-famous Shearwater Potteries in Ocean Springs. It is open to the public year round.

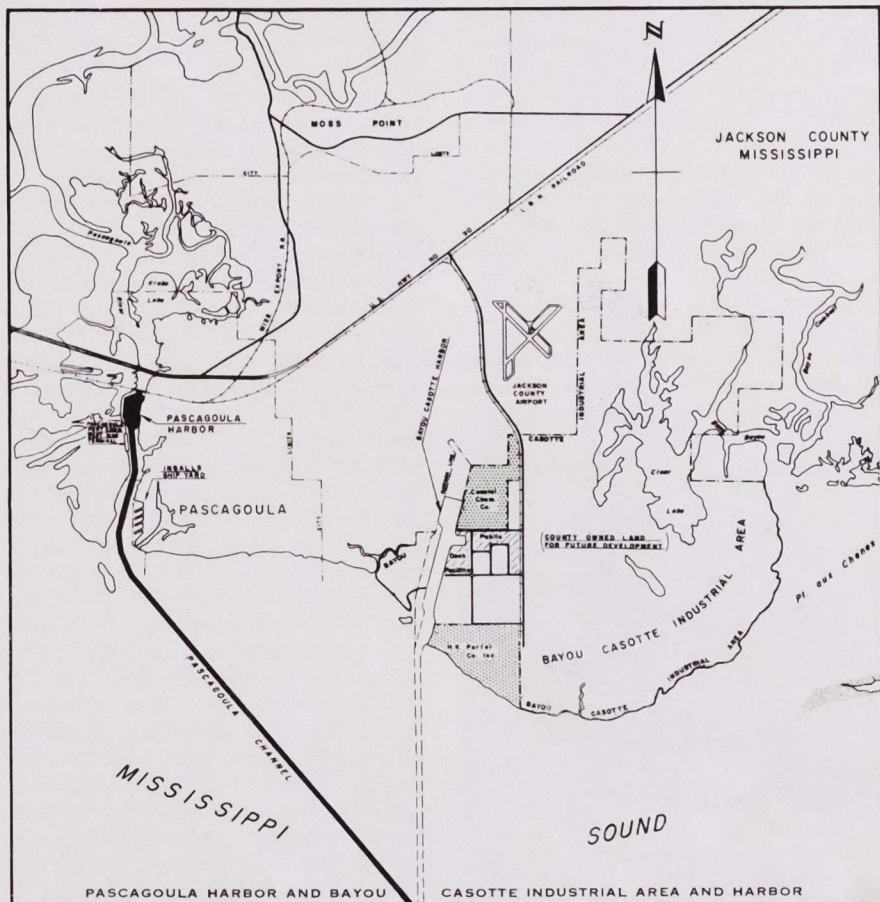
teresting as well as beautiful.

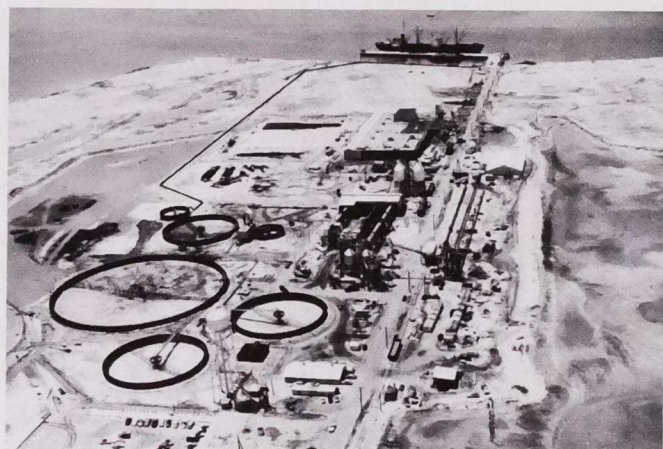
A visit to the pottery where the marvelous ceramics of this area are created and shipped to all parts of the globe, is a must on the visitor's list, as are visits to the famous nurseries who specialize in rare camelias, azaleas and other flowering shrubs.

Diversified activities enjoyed year-round include golf, tennis, horseback riding, dancing, all types of water sports, hunting in the marshes and woods, where wild game is plentiful, hikes and picnics, movies, theatres, and yacht and country club activities.

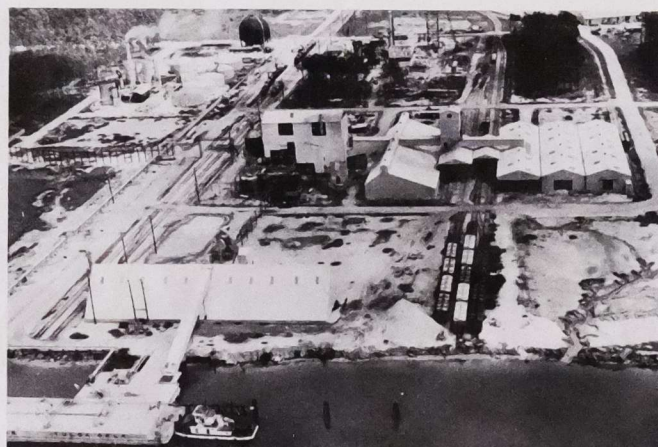
Home building construction is playing a major role in the rapid expansion of the county with many developments underway to provide housing for the ever-growing population. The largest single development is Gulf Park Estates located several miles east of Ocean Springs, which is the largest development of its kind in the state. Main arteries run from Highway 90 to the Gulf with sixty-three miles of surfaced streets lacing the 2620-acre tract which contains approximately 8000 building sites. A mile and a half of white sand shoreline planted with tropical foliage, facing the Gulf of Mexico, will be retained as a public beach. Four miles of water front lots are located on bayous, bays and connecting canals. The development will contain shopping centers, churches, schools, parks and four large boat harbors. Utilities, including pure water from our deep artesian wells, are available. Opened approximately a year ago, many homes have already been completed in this development.

Determined to erase its dormant years, Jackson County is achieving miracles—developing its natural resources, garnering the fattest industrial plums, securing the best today in order to assure the brightest tomorrow for its people.





H. K. Porter plant produces basic refractories and magnesium from sea water. It was the second company to locate at Bayou Casotte.



Coastal Chemical Co. was the first to locate in the Bayou Casotte area. Annual payroll is around three quarters of a million dollars.

PASCAGOULA

Looming on the horizon like a colossus, Pascagoula, city of fantastic growth, is the industrial giant of Southeast Mississippi.

Situated on U. S. Highway 90 and intersecting Mississippi State Highway 63 north, it is on the banks of the Pascagoula, or "Singing River," where it empties into the Gulf of Mexico. This location affords the natural advantages of deep water harbor facilities, which in recent years have added to its development program, creating one of the most important shipping and ship building centers of the nation.

Nearly two and a half centuries passed while Pascagoula lazed under the southland sun, its inhabitants enjoying cool shade provided by some of the most famous live oak trees of the country, while they fished and dreamed, in complete harmony with nature. Less than twenty years have passed since the sudden awakening of this remarkable city. Since 1940 it has nearly quadrupled in population, exceeding that of any city of comparable size in the state, and equaled by only a few in the nation. The 1940 census showed Pascagoula to have a population of 5,900; the 1958 estimated census gives 20,007 residents. The growth of this city has not only been quantitative, but of a quality which makes it the most prosperous city of Mississippi, ranking first in annual income per capita. This is attributable to the character of the industries which have located in the Pascagoula area, and which demand professional persons as well as skilled artisans. Statistics show the 1958 Pascagoula area manufacturing per job income to be \$5,172, as compared to Natchez with \$4,233; Laurel with \$3,783; and Jackson with \$3,720. The per job income of all covered employ-

ment in the Pascagoula area is \$4,742; with Natchez listed at \$3,708; and Jackson at \$3,571. Schedule of employment in this area shows covered establishments 719; schools and hospitals 745; self-employed, domestic, etc., 844; total 17,641.

Industrial facilities along both east and west banks of the Pascagoula River (located entirely within the city limits), have been greatly productive. Extrative industries of the area limit themselves to the processing of raw materials native to the locale, forest products and products of the sea. The Bayou Casotte area, two miles east of Pascagoula, created and developed by the Jackson County Board of Supervisors, is a model of progressive enterprise. The city of Pascagoula will never be called upon to create or maintain any artificial inducement or subsidy for industrial operation.

A large fishing fleet which docks in the Pascagoula River, brings in raw materials from the sea, which are processed into food, oil, fertilizer, etc., by

plants instituted for these services. Important contributions to the economy of the area are provided from these sources.

Ingalls Shipbuilding Corporation, (ships, pressure vessels, atomic submarines, barges, offshore drilling rigs) is the largest single industry, with an estimated annual payroll of over \$20,000,000, and employing about 5,000 persons.

Thirty major industries are located within the city limits of Pascagoula, with numerous other large industrial plants within a two to three mile radius.

Carefully planned and adequately financed programs of development of the natural economic advantages of the Pascagoula area are entirely responsible for the rapid industrial development of the city and surrounding areas. Ideal transportation facilities, proximity to foreign and domestic raw materials and markets, abundant water resources, favorable climate, availability of electric power and natural gas, plus excellent labor supply, complete the picture.

Several major truck lines serve the area. A thirty foot channel, extending from the Bayou Casotte Industrial area into Mississippi Sound, connects with the Pascagoula Channel, three miles south of the mainland. Approximately two miles south of this junction, the Pascagoula Channel joins the Intra-coastal Waterway System. Pascagoula is forty-five miles west of Mobile, Alabama, and thirty-three miles east of Gulfport, Mississippi. It is on the mainline of the Louisville and Nashville Railroad, east and west, and the Mississippi Export Railroad, which connects forty miles north with the Gulf, Mobile and Ohio Railroad, offering direct service to St. Louis, Chicago, and Kansas City. Freight tariffs are on an



Quaker Oats Co. plant at Pascagoula has, in its seven years of operation, produced more than a billion cans of cat food.

equal and competitive basis with other sections of the country. The Teche Greyhound Bus lines run east and west offering bus travel for the city.

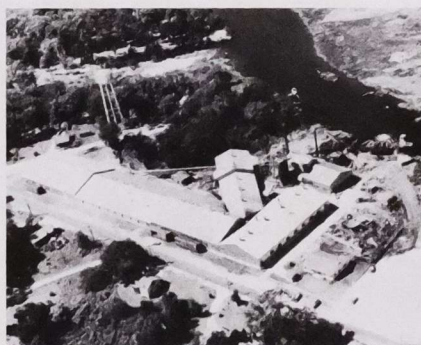
Retail sales in Pascagoula for 1958 were \$29,010,200 as compared with 1948 receipts of \$13,420,800; postal receipts increased over the same period from \$91,354 to \$181,821, with 1958 receipts adjusted downward to compensate comparatively for August 1958 postage rate hikes; the Southern Bell Telephone Company reported 6645 telephones in the same year, and the Pascagoula City Records list 6172 gas meters, and 4904 water meters. Electric power for the city and surrounding industrial areas is supplied by the Mississippi Power Company; United Gas Corporation sells natural gas to the city.

Financial institutions of Pascagoula contribute greatly toward its development by filling local needs for commercial credit and monetary services. Demand deposits of its two banks, the Pascagoula and Moss Point and Merchants and Marine, are approximately \$33,000,000.

New home developments and commercial buildings are being constructed at accelerated speeds to provide modern living accommodations for the ever-expanding resident quota, replacing outmoded establishments. The city boasts some of the finest architecture of the state in its new public buildings, Municipal Building, Jackson County Courthouse, (Pascagoula is the seat of Jackson County) its two new bank buildings, proposed new library, schools, and hospital.

Communications for the city are provided with a radio station WPMP—owned and operated by Crest Broadcasting Company, Inc., and affiliated with American Broadcasting Company Radio Networks, one newspaper, published bi-weekly, "The Chronicle Star—Moss Point Advertiser," with daily publications from Gulfport, New Orleans, Mobile, Jackson and Memphis circulated in the city. Telecasts are received from New Orleans, Mobile, Jackson and Hattiesburg. Twelve hour daily service is provided by Western Union.

Pascagoula was incorporated June 10, 1892; and operates under code charter with a commission form of government. An elected mayor and two commissioners serve four-year terms of office. Governmental functions are performed by a line-and-staff organization, directly responsible to the Commission. an appointed zoning board and planning commission maintain continued vigilance in effecting programs that assure maximum development while protecting present values.



Pascagoula Veneer Co. located on the Singing River has a payroll of half a million per year.

Assessed valuation of Pascagoula (1958 report) is \$20,795,552.40, with millage set at 41.5 inside city and including the Municipal Separate School District. Assessed valuation is thirty percent of real value; homestead exemption fifteen mills; bonded indebtedness \$4,943,000.00.

Superior educational facilities are provided for students of the city by public and parochial school systems. In 1958, 5,422 students were enrolled in city schools; the average teachers' salary was \$3,645.81, (under the State of Mississippi minimum teacher educational requirement, the salary for a teacher holding a Class A certificate, and with three years experience, is set at \$2,890). Trade schools, for the training of skilled mechanics, are conducted by several of the local industries.

The city is well protected with an excellent police force which includes a chief and twenty-three paid officers, operating with two radio-controlled motorcycles. Three women police officers are employed in clerical work.

Pascagoula has one of the finest fire-departments of the coastal area. This fire-fighting force, which includes a chief and sixteen paid firemen, services more territory than any unit from any city of the state, answering calls from the Alabama line, Moss Point, Kreole, Gautier, Van Cleave, and the Bayou Casotte area. There are three fire-stations in the city, with men on twenty-four hour duty. Modern equipment includes two 750-gallon per minute pumpers—one thousand g.p.m. pumper—one 500 g.p.m. pumper, with Civil Defense equipment available for emergency calls, including a fire-trailer, etc. The department has auxiliary light plants, resuscitators, smoke and chemical masks, and a Chief's car.

A recreational department, complete with tennis courts, bowling alleys, swimming pool, etc., and with a full time paid director, is maintained by the city. Other municipally owned enterprises include a community hall, gas



B. V. D. Co. at Pascagoula produce fabric and knitted and nainsook undergarments.

distribution system, water plant, and sewage treatment plant.

Medical facilities are provided by the Singing River Hospital, located two miles east of Pascagoula on Highway 90. This completely modern, fully equipped hospital is maintained by the Jackson County Board of Supervisors. Its staff includes three resident physicians, with twenty-one physicians and surgeons in the Pascagoula area. One hundred and fifty-two beds are available; construction of sixty-two bed addition will soon be completed. There are ten dentists in the Pascagoula area and several medical clinics.

In addition to its industrial and commercial assets, Pascagoula contains some of the most beautiful residential property in southeast Mississippi. The lovely beach drive, winding river road, and wide paved city streets with modern and ante-bellum homes, large gardens with magnificent trees and profusely blooming flowering shrubs, make this a city of beauty. Pascagoula is a religious city with thirty-eight churches of eleven denominations in the vicinity.

Many tourists are drawn annually to Pascagoula, attracted by its history, Indian legends, scenic loveliness, and phenomenal industrial growth. The most important historical site within the city is the Old Spanish Fort, built by the French in 1718 on the shores of Chatahoula, later renamed Krebs Lake. This lake was sailed by ships of Bien-ville's fleet and the fort built as protection for the French against the Indians; later captured by the Spaniards, from whom it derived its name. Claimed to be the oldest fortified outpost in the Mississippi Valley, (between the Appalachian and Rocky mountains), this ancient garrison stands in good condition on the banks of the famous Singing River, where an immense bend forms the lake. Massive pine and cypress timbers, oyster shells, sand and moss, were used in construction of this fortification with its eigh-

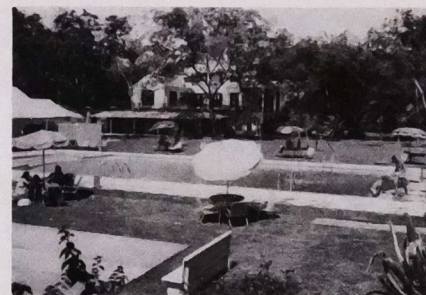
teen inch thick walls. Future plans are to open the secret tunnel which leads from beneath the fort to the shores of the lake; boats were kept hidden at the mouth of this tunnel to provide means of escape should the fort fall into enemy hands. This structure, now a museum, contains many interesting relics. Seven flags (French, Spanish, English, West Florida Republic, Magnolia Flag of the Territory of Mississippi, Confederate, United States) under whose rule Pascagoula has passed the centuries, wave in the breeze in front of the old fort, hoisted from a mast erected on landscaped grounds, enclosed by iron picket fence, with entrance through massive, ornamental wrought iron gates.

Resort establishments, hotels, and motor courts, provide accommodations

for guests in this exceptional city with many good restaurants serving excellent food at moderate prices.

Pascagoula—"the Singing River"—city and river named for the Pasca Oocooloo (Breadeater) Indians. Legendary music, said to be the chant of tribesmen, who facing defeat, marched into the river singing their mystic music still lingers through the ages, swelling with the breezes, especially at twilight hours—a phenomena which has yet to be explained. A march of defeat that was Pascagoula of yesteryear.

Pascagoula—city of today and tomorrow—faces the future assured of success; thanks to careful planning, granite leadership and great potentials. A city built on strength — resourcefulness — and determination—the Industrial Giant of Southeast Mississippi.



Beautiful Longfellow House resort hotel at Pascagoula has gained national recognition.

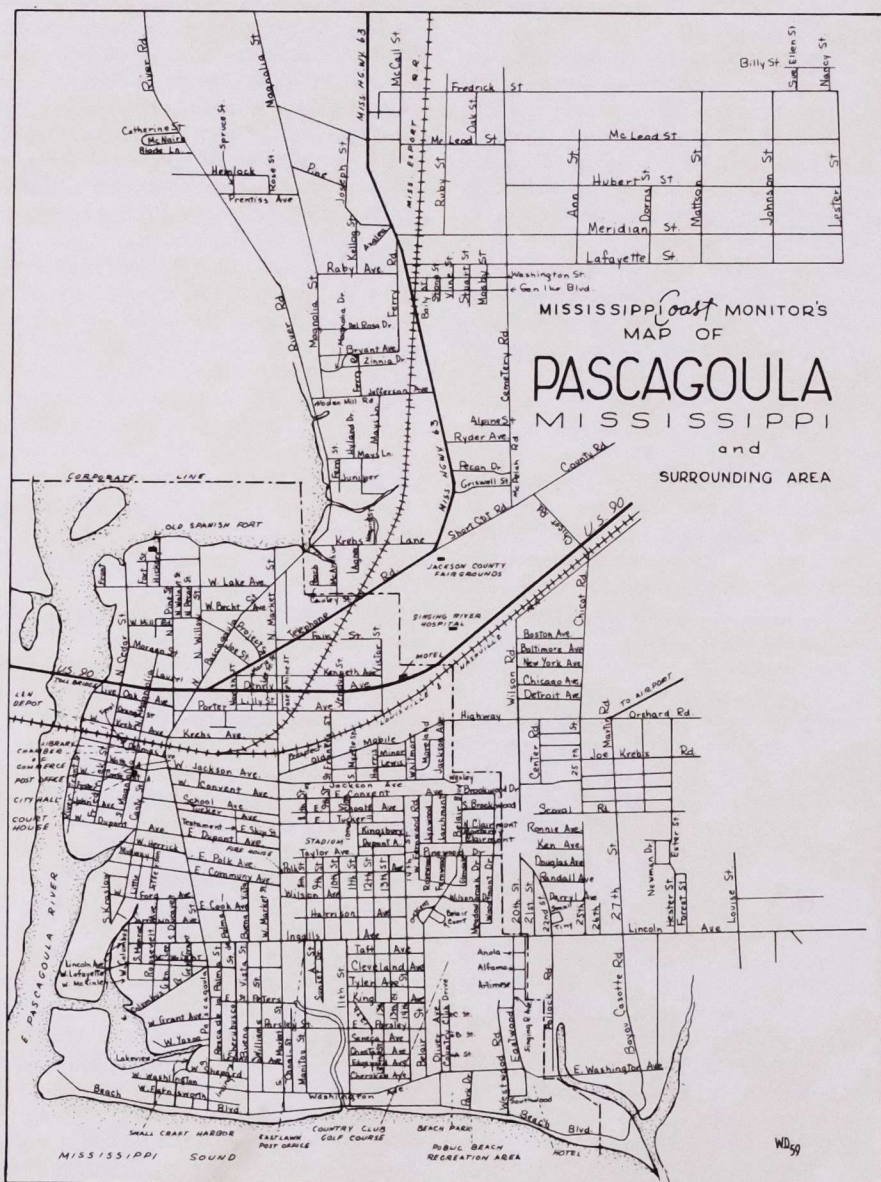
MOSS POINT

Jockeying for a choice place in the industrial sun of the new Mississippi, the city of Moss Point has zoomed to phenomenal heights by attracting some of the largest industrial plants of the southeast area of the state. Incorporated April 29, 1901, the city has shown a fantastic population increase during the last eight years, with the 1950 census showing 3,782 and the estimated 1958 figure in excess of 8,000 people.

Strategically situated five miles inland on the banks of the Escatawpa River, which together with the Pascagoula River provides a channel to Mississippi Sound, and only fourteen miles from the open waters of the Gulf of Mexico—natural advantages are the possessions of this alert and picturesque small city. Its natural harbor is well protected from the storms of the gulf; although it lies approximately sixty-five nautical miles through the Intracoastal Waterways west of Mobile, Alabama, and one hundred nautical miles east from New Orleans, Louisiana, it is many miles nearer the open gulf than either of these two large shipping ports. Twenty-two feet above sea level, Moss Point is never subject to flood hazards. Level ground reduces construction costs in all types of buildings.

Practically in the center of the Southern Pine Belt, Moss Point is ideally situated for supplies of raw materials and is served by rail, highway, and water, from the coal, iron and steel districts of Alabama and the oil fields, salt and sulphur mines of Louisiana and Texas. For a number of years Moss Point was known primarily as a lumber manufacturing center, where yellow pine saw mills produced a daily capacity of half a billion board feet. Today the wood industry is based largely on timber of the hardwood variety, oak, ash, gum and cypress rather than the yellow pine.

State Highway 63, which runs through Moss Point, intersects U. S. Highway 90 two miles east of the



city, thus providing excellent highway transportation facilities for passenger, truck and bus service. The city is serviced by Teche Greyhound Bus Lines and is on the Mississippi Export Railroad which connects with the main line of the Gulf, Mobile and Ohio Railroad, forty miles to the north. The main line of the Louisville and Nashville Railroad, offering freight and passenger service east and west, runs through Pascagoula, two miles south of town. Federal and other barge lines which operate on the Mississippi River and its tributaries, the Tombigbee, Black and Warrior Rivers, service Moss Point.

The major portion of the people of the city are employed in industries, including shipbuilding, metal working, paper making, chemicals, garment manufacturing, products of the sea, and wholesale and retail trades. Per capita income rates among the highest of the state. Heavily populated nearby areas, within easy commuting distance provide a reservoir of labor for the many large industries which have located within the city in recent years.

Moss Point is ruled by an aldermatic form of government, with a mayor and five members of the board elected by the people. Excellent protection is offered by a police force which includes a chief and six officers, who working in shifts, patrol the city twenty-four hours round-the-clock in a radio-controlled patrol car. A forty-man volunteer crew, headed by a fire chief and trained by regular drills, are alerted for all fire calls. Modern equipment is provided by the city and includes two 750 gallons per minute pumpers. Fire calls are also answered by the excellent paid fire department of the neighboring city of Pascagoula. Water pressure is a normal forty-five pounds, with fire pressure ninety pounds per square inch. The city recently invested \$22,000 for a new industrial survey, including maps and photography, which will be used to advantage in contacting potential new industries.

Assessed valuation of Moss Point is \$13,908,915, including Separate School District levy, with assessment at 20% of real value. Homestead exemption is fifteen mills; bonded indebtedness of the city is \$1,728,500 municipally owned enterprises include a community hall, gas plant, swimming pool, water plant, sewage treatment plant, and a recently completed \$100,000 Municipal Building.

The city maintains a fine public school system with one high school for white students with an enrollment of



Aerial view of city of Moss Point.

1161; one Negro high school, with enrollment of 254 students; five grade schools for white children with enrollments of 2,072; and one grade school for Negroes with 972 students. A vocational building was completed in 1955 where additional courses in woodwork, shop work, home economics, etc., are given.

Like its neighboring coastal cities, Moss Point is a religious community, with four churches for white congregations, Baptist, Methodist, Presbyterian and Roman Catholic, and the same number and denominations for Negro congregations.

Medical facilities include the new Singing River Jackson County Hospital, located two miles east of the city on U. S. Highway 90, six local physicians, and two dentists; within a radius of ten miles there are available services of twenty-one physicians and ten dentists.

In close proximity to Moss Point are a number of hotels, motor courts and various other traveler accommodations. There are several good restaurants within the city limits, and numerous others within short distances, all easily accessible.

Fresh water fishing in the Escatawpa and Pascagoula Rivers attract lovers of this sport, while close by, the salt waters of the Gulf of Mexico provides excitement of deep water game and edible fish. Wild game of all types abound in the Pascagoula River Swamp and surrounding forest lands, providing profitable hunting in season. A full time director is employed to guide the activities of the youth of the city, with sports events taking place at the Public School Athletic Field, swimming pool and little league ball field.

Communications are supplied Moss Point with a bi-weekly newspaper, The Moss Point Advertiser - Pascagoula Chronical Star, published in Pascagoula, and by the Gulfport Daily Herald. The

city is also serviced by daily newspapers published in New Orleans and Mobile. Radio station WPMT (Keystone) established in 1951, is located within the city limits and there are eight additional radio stations located in nearby cities. Television is beamed from Mobile, Pensacola, New Orleans, Hattiesburg and Jackson.

Six (city owned) deep artesian wells provide water which is pumped from 200,000 and 300,000 gallons capacity, for delivery into mains. The city purchases its gas from the United Gas Corporation and resells it to city customers. Electric power for residential and industrial use is provided by the Mississippi Power Company. Rural electricity for the area is supplied by the Singing River Electric Association, with headquarters in Lucedale, George County. Moss Point is serviced financially by branches of the two Pascagoula banks, The Pascagoula and Moss Point Bank, and the Merchants and Marine Bank.

Moss Point invites, and caters to, industries, of which there are a number in the city, largest among them being the International Paper Company with an average employment of eighteen hundred and an annual payroll of approximately \$7,000,000. The Mississippi Export Railroad is another of the city's major industries, along with Thiokol Chemicals, The Fish Meal Co., Miss. Menhadden Products and Standard Products. There are superior industrial sites available in Moss Point, some located on the Escatawpa River, and convenient to rail and truck transportation as well as to city utilities. Labor of the area is not seasonal and welcomes industry with its assured income and manifold benefits. White-collar employment wage scales range from \$175 to \$300 monthly; skilled male labor earns approximately \$2.65 per hour and skilled female labor ranges from \$1.00 to \$1.50 per hour.

Seven producing oil and gas fields and a half dozen salt and sulphur deposits promise vast chemurgic development in this area. One of the largest known salt domes in the south lies immediately north of Moss Point; its importance enhanced by the fact that it is near the surface of the ground.

In order to meet the housing demand by the rapidly increasing resident quota extensive construction is taking place within the city limits and in suburban areas. Three hundred moderately priced FHA financed homes are currently being constructed in one development just outside the city limits, with completion planned for November 1959.

Inside the city limits, on Lake Escatawpa, a gigantic waterfront development is underway. This area will contain more lavish types of homes, with each lot facing the water front. Construction is similar to the type employed in developing Dauphin Island, Alabama, and will be planted with palms and other tropical foliage. Ultimately one thousand lots will be available with park and playground areas featured in the construction and restrictions on all buildings to assure a prestige subdivision. Other developments are taking place in the area, all of which will increase the residential size of Moss Point.

In addition to its industrial and commercial advantages, the city is blessed with an abundance of eye appeal. Spreading trees provide cool shade along its well tended wide streets. Carefully nurtured gardens are lovely displays of tropical and semi-tropical blooms, while stately, gracious homes shelter a community composed of warm, friendly, easy-to-meet people, whose great pride is in furthering their city of Moss Point.

OCEAN SPRINGS

Among the many charming small cities of the Mississippi Gulf Coast, Ocean Springs, located in the southwestern sector of Jackson County, rates highly desirable for restful and relaxing year-round living, and as a vacation retreat.

It is the oldest community of the coastal area, for it was on the eastern shores of Biloxi Bay that the French Naval Commander, Pierre Le Moyne Sieur d'Iberville and his small band of officers, sailors and colonists established Fort Maurepas, laying claim, in the name of Louis XIV, to the vast territory which was to become known as the original Colony of Louisiana.

The new settlement was called Biloxi, named for the friendly Indians who occupied the area at the time the French arrived. It was from this settlement, located on a bluff overlooking the bay, that d'Iberville, his brother Bienville, and their half-brother Sauville, fought the first battles of futility and frustration, out of which were forged the indomitable French Colonial Empire which battled its war for survival from Mobile to New Orleans. Later the name of the settlement was changed to "Old Biloxi" when the seat of government was moved across the Bay to "New Biloxi", which is today's city of Biloxi. For a short time the settlement was called Lynchburg, but in 1884 was renamed Ocean Springs by virtue of its growing reputation as a summer resort, attracting visitors who were intent on rejuvenating in the healing waters of its ancient Indian springs.

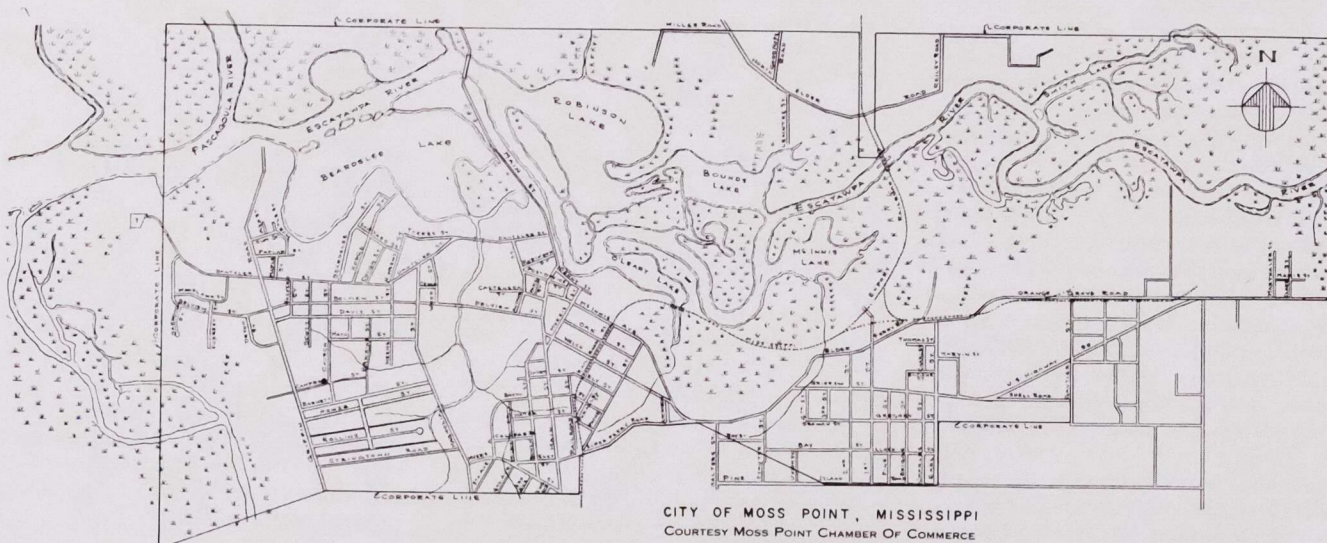
On bluffs overlooking Biloxi Bay and Old Fort Bayou on the west and northwest, the Mexican Gulf on the south, and with corporation lines to the east and north, this small city built on gently



rolling land is a veritable garden spot of the Old South.

It is bisected by U. S. Highway 90 (the Old Spanish Trail) running from Jacksonville, Florida to points west, and is sixty-five miles west of Mobile, Alabama, and eighty-eight miles east of New Orleans, Louisiana. State Highways 55 and 57 connect Ocean Springs with nearby communities to the north, and U. S. Highway 49 intersects U. S. 90 fourteen miles of the city at Gulfport.

On the mainline of the Louisville and Nashville Railroad running between Cincinnati, Ohio and New Orleans, Louisiana, with connections to the east, west, and midwest, the city is offered convenient passenger and freight service. Approximately ten major truck lines service the city giving daily pick-up and delivery to all parts of the continental United States. Bus service is



CITY OF MOSS POINT, MISSISSIPPI
COURTESY MOSS POINT CHAMBER OF COMMERCE



Ferson Optical Company.



Dude Ranch Golf Course.



Famous Ruskin Oak.

supplied by Teche Greyhound and Continental Trailways lines, with air travel available from the Jackson County Airfield, located near Pascagoula, and the Gulfport Airport, each only short distances from Ocean Springs. The city is on the Intracoastal Waterway System with nearby ports of Biloxi and Pascagoula having deep water channels to the Gulf of Mexico.

The Ocean Springs News is published weekly in the city; other newspapers circulated are the bi-weekly Chronical Star and Moss Point Advertiser, published in Pascagoula, the Daily Herald, published in Gulfport, and daily publications from Mobile and New Orleans. Numerous radio stations of Jackson County service Ocean Springs, with telecasts received from New Orleans, Mobile, Pensacola, Hattiesburg and Jackson.

The estimated 1958 census puts the population in excess of five thousand persons, an increase of better than two thousand over the 3,058 recorded in the 1950 census. Residents of Ocean Springs are employed in various occupations—retail and wholesale trades, civil service, textile, optical, shipyards, railroad, seafood, nurseries and ceramics.

Leading industries include the Ferson Optical Company, manufacturers of precision optics. During World War II this company developed and perfected optic instruments whereby precision bombing (the great factor in annihilating vital enemy installations) was accomplished by the United States Air Force. It is the home of the E. R. Moore Company, makers of academic caps and gowns, vestments, and gym suits, and of Shearwater Pottery, esteemed in all parts of the world by lovers of this art. A number of other small industries prosper and provide incomes for local families. Well stocked retail stores are found in the business section of the city, with financial services rendered by the Ocean Springs State Bank.

Ocean Springs has never lost its

appeal as a resort, and is considered one of the most desirable residential sections of the Mississippi Gulf Coast. Inviting, well kept homes and fine, large estates line its tree shaded streets. Many of the exquisite gardens, which have contributed to the reputation of the Mississippi Gulf Coast as one of the year-round flower centers of the country, are located here.

Outdoor recreational facilities include twelve-month golf and tennis, boating and water sports, miles of scenic drives, swimming pools and white sand beaches, fresh and salt water fishing. A well protected small craft harbor docks pleasure and commercial fishing craft.

Near the city is located a famous Dude Ranch, where the hospitality and luxurious appointments of the Deep South are combined with the informality and robustness of the Old West, offering guests the ultimate in holiday enjoyment. Other accommodations, at reasonable rates, are available for travelers at all seasons. Fine restaurants feature superior food prepared by chefs skilled in international culinary art.

The city has an aldermatic form of government, and is provided police protection by two officers on duty at all times. Fire protection is assured with one paid fireman on twenty-four hour call, and an excellent volunteer crew trained by regular drills, with equipment consisting of a modern fire truck and auxiliary pumper. In emergencies the Pascagoula and Biloxi Fire Departments service the area. Water pressure is a normal fifty pounds per square inch and water for use in the city is supplied through two ten inch, five hundred gallon per minute, and two eight inch, three hundred and fifty gallon per minute artesian wells. Storage facilities include a 125,000 gallon elevated tank and a 50,000 gallon reservoir. Youth of the city are given supervised direction in their activities at the city maintained community center, community pier, and athletic field.

Property tax rate per hundred dollars is set at \$2.18 state and county inside city, and \$4.50 city, totaling \$6.68, with homestead exemption of fifteen mills. Assessed valuation of Ocean Springs is approximately \$3,000,000 with assessment normally 20% of real value; bonded indebtedness is \$715,000 as of May, 1959. Desirable residential and industrial sites, convenient to transportation, utilities, and other facilities are available.

The city has an excellent public school system which includes four grade and two high schools, with added advantages of facilities for courses in occupational training, including shop work, wood work and home economics. Youth of the city are given supervised direction in their activities at the city maintained community center, community pier, and athletic field.

Medical facilities are supplied by the Singing River Jackson County Hospital, two miles east of Pascagoula, one medical clinic in the city, and easy access to medical clinics in neighboring towns. Three government hospitals are also located in the area. Three physicians and three dentists treat patients of Ocean Springs, with services of many other professional men available in other areas of Jackson and Harrison Counties.

Eight churches of Roman Catholic and various Protestant denominations are located in Ocean Springs, with other houses of worship situated nearby.

Ocean Springs creates an aura of friendliness. Its people welcome new residents and visitors with warmth and kindness, creating desires for permanency in those who come to dwell, and eagerness to return by those who come to visit. Like all citizens of Jackson County, its people are proud of the rapid progress and recognized developments which are making their county one of the prime industrialized areas of the new Mississippi.

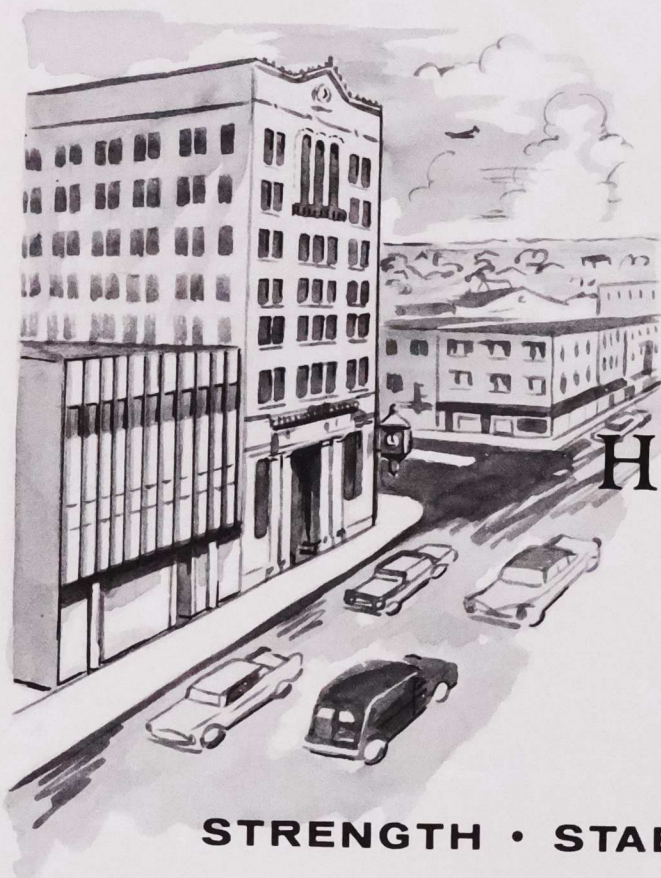


In 1899 we Trusted -

In the resources of
the Gulf Coast and
the resourcefulness
of its people.

TODAY'S **FAST GROWING** *Coast Area*

Has more than repaid
this trust in what is
here for the entire
nation to behold.



HANCOCK BANK

- GULFPORT
- LONG BEACH
- PASS CHRISTIAN
- BAY ST. LOUIS
- PASS ROAD, GULFPORT

STRENGTH • STABILITY • INTEGRITY



Part of Harrison County sand beach with Biloxi lighthouse in the background. Beach and highway, unequalled for beauty, are 26 miles long extending from the Bay of St. Louis to the Bay of Biloxi.

HARRISON county •

Centrally located among the three counties touching the Gulf of Mexico, Harrison is bounded on the west by the Bay of St. Louis and Hancock County, on the east by the Bay of Biloxi, and Jackson County, and on the north by Stone County. Organized February 5, 1841, it contains an area of 585 square miles, and is the second largest county in population in the state. During the 1940-50 era, when the rest of the state suffered a population loss, Harrison enjoyed a 65% gain, and is one of the fastest growing areas in the fast growing south of today. The 1950 census showed the resident quota to be 84,003, with the majority of its residents located in urban centers; estimates of 1960 census anticipate a showing in excess of 120,000 population.

Named for William Henry Harrison, the county contains four incorporated cities, Biloxi, Gulfport, Long Beach and Pass Christian, and several unincorporated, thriving communities, including Handsboro and Mississippi City

(originally townships which relinquished their charters), DeLisle, Lyman and Saucier. During the early part of the nineteenth century Handsboro was the first manufacturing center of the coastal region and when Harrison was organized as a county became its first seat of government. With the incorporation of Gulfport in the latter part of the same century, that city became the county seat. Today Handsboro and Mississippi City, which lie midway between Gulfport and Biloxi, are two of the densely populated tourist centers of the area with many fine resort hotels, motels, cottages and shopping centers.

Ideal climatic conditions are one of the many advantages responsible for the rapid expansion of Harrison County and the entire Mississippi Coast area. Temperatures over a ten year period averaged 68.1 degrees ranging from a minimum monthly average of 50.9 degrees in January to a maximum monthly average of 81.8 degrees in

July. Relative humidity ranges from an average 52% in May to a maximum 96% in July. Average annual rainfall over the ten year period was sixty-two inches, with the average length of frost-free days, during the same ten-year period, 350 per year.

In winter prevailing winds blow from the northwest and south at an average velocity of 7.1 miles per hour, while in summer prevailing winds are from the west and east at an average of 6.0 miles per hour. Altitudes range from sea level to twenty-eight feet. The highest spot on the entire Gulf Coast, from Brownsville, Texas, to Pensacola, Florida, is at Pine Hills in Harrison County, on the Bay of St. Louis. At this secluded beauty spot, facing the dancing waters of the Bay, surrounded by rolling lawns and stately virgin long-leaf pine trees, the Oblate Fathers of the Roman Catholic Church maintain Our Lady of the Snows, one of the country's major seminaries.

Principal highways of Harrison



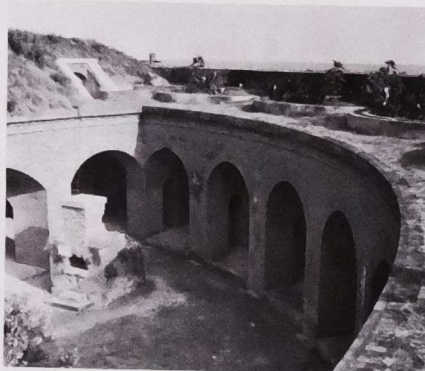
Most of the larger hotels and motels have pools located along the Gulf of Mexico which is paralleled by U. S. 90. This highway has the highest traffic count in the state due largely to the year-round resort business.



The new 33380th USAF Hospital at Keesler Air Force Base, Biloxi. This is a permanent type hospital rated as the most up-to-date in the state and the largest and most modern in the Deep South.



Located on Ship Island directly off Biloxi stands massive old Fort Massachusetts built by U. S. Army during the Civil War.



A closer view of the old fortress which was planned to protect the inland waterway route to New Orleans after the visit of the British in 1814.

County are U. S. 90, east and west (colorful Old Spanish Trail)—the most traveled route in the state with approximately 30,000 motor vehicles daily traversing this scenic, four-lane concrete drive which parallels the Gulf of Mexico for twenty-eight miles; U. S. Highway 49 which runs north from the heart of Gulfport; State Highway 55 out of Biloxi which intersects in the northern part of the county with U. S. 49; State 53 intersecting U. S. 49 a few miles north of Gulfport and running northwest into Hancock and Pearl River Counties. Numerous other state, county and local roads, nearly all of them paved, reach into agricultural and cattle raising communities throughout the county.

Two railroads, the Louisville and Nashville (east and west), and the Illinois Central (north out of Gulfport) offer passenger (L & N) and freight service, with freight rates on a parity with competing port areas.

Continental Trailways and Greyhound Bus Lines offer north, east and west, bus transportation, with numerous major and local truck lines giving pickup and delivery service to the area, and connecting with all parts of the United States.

Several flights, morning and afternoon, are scheduled daily from the Gulfport Airfield by Southern Airways, Inc. and National Airlines, Inc.

Water transportation is through Gulfport's modern deep water port, consisting of two moles, separated by a harbor one half mile long, 1340 feet wide, and thirty feet deep. The west mole contains a modern cement dock, 2,000 feet long, served by eight transient sheds and four warehouses, totaling approximately 352,000 square feet, with an open dock area for handling bulk commodities. On the east mole there is a 940 foot cement dock, supported by a closed shed providing approximately 45,000 square feet of ad-

ditional storage space, also with an open dock area for handling bulk commodities. Two small craft harbors, one for pleasure and charter fishing craft, and one for commercial boats, are part of the Gulfport port picture. Biloxi docks approximately 1000 vessels of the fishing fleet, plus pleasure and charter craft, while Pass Christian and Long Beach each have small craft harbors for commercial and pleasure vessels.

The Biloxi-Gulfport Daily Herald newspaper, published in Gulfport, serves the entire Mississippi Gulf Coast. There are numerous bi-weeklies, weeklies, and several monthly publications in the county, and daily news publications from New Orleans, Mobile, Jackson and Memphis are circulated in the area. Radio stations are located in Biloxi and Gulfport. Telecasts for the county are received from New Orleans, Mobile, Pensacola, Jackson, Hattiesburg, and Baton Rouge. Coast Guard Stations are maintained in Gulfport and Biloxi, with modern protective equipment employed, including helicopters and ship-to-shore communication.

Electric power for urban communities of Harrison County is provided by the Mississippi Power Company, with executive offices in Gulfport. From an integrated system supplied from both hydro and modern large steam power plants strategically located, ample energy is assured at all times. The Mississippi Power Company has a number of modern steam power plants using natural gas as fuel. One of these plants of 67,500 KW capacity is located at Hattiesburg, seventy-four miles north of Gulfport; another of 87,500 KW capacity is located near Meridian, one

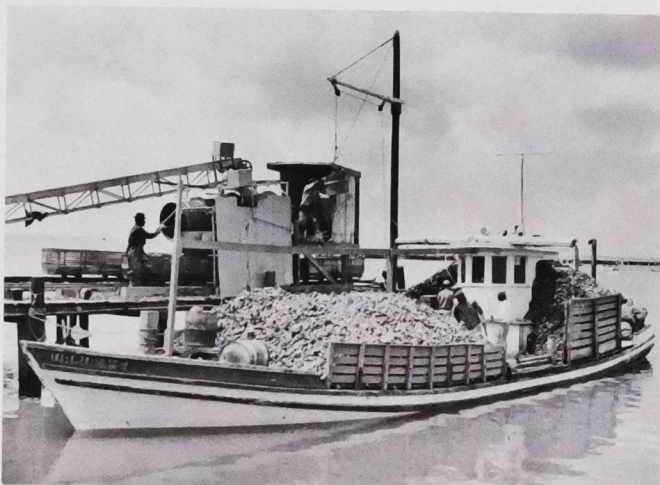
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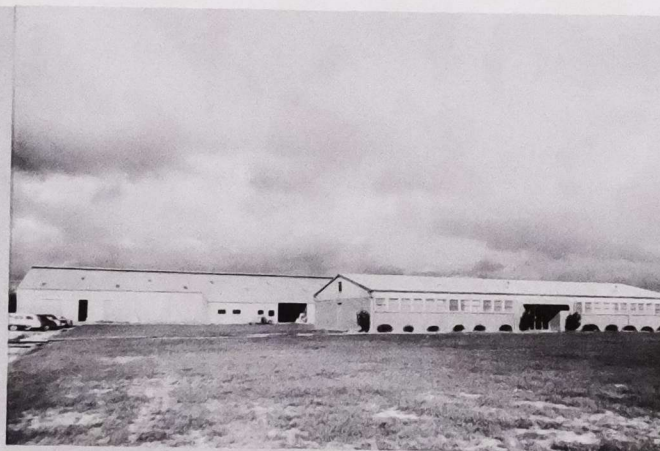
Beauvoir, last home of Jefferson Davis, on East Beach Blvd. It is a Deep South Shrine and is open to visitors. This and other places shown on this page will play prominent roles in the coming Civil War Centennial Celebration.



This unusual old Southern home on West Beach Blvd, in Biloxi has a palm tree growing through the steps. It was the residence of Father Abraham Ryan, poet-priest of the Southern Confederacy.



An important seafood product of Harrison County is the delectable oyster. Here is a boat unloading after successfully tonging on the offshore reefs.



Associated Piping and Engineering Co. Inc., new in Gulfport, has the most modern and complete pipe fabricating shop in the country. Special services are offered such as stress and strain analysis and other technical information relative to the flexibility of piping.

hundred and thirty miles north of Gulfport; a third plant, completed in 1957, is located near Gulfport and has a capacity of 100,000 KW. There are two high voltage lines with non-associated companies and three high voltage tie lines with associated companies, which make available the facilities of hydro and steam generation on the rest of the integrated system when required. This complete system provides sufficient reserve power for requirements of new manufacturing plants and for addition of facilities to supply anticipated power requirements. The electric rates of the Mississippi Power Company are uniform throughout its territory. The level of these rates compare favorably with the rates of other regions. The average cost of power service per KWH for a particular industrial plant depends upon the size of the plant, the number of shifts the plant will operate, and other factors.

Rural electricity is supplied by the Coast Electric Association, with Power headquarters in Bay St. Louis, whose lines provide electric power for more than 1800 miles of 7800 members in rural areas of Harrison, Hancock, and Pearl River Counties. This rural electric service, which was brought into the Coast area in 1938, is REA financed. Increased production and improved living standards are direct results of the service of rural electricity. As of May 31, 1956, there were totals of 51,965 miles of rural electric lines serving Mississippi. Natural gas, the world's finest fuel, is available in great abundance in Harrison County, where it is supplied by the United Gas Corporation with executive offices in Gulfport and Biloxi. Industries which require heat will find an abundant supply of this clean,

cheap fuel, which is supplied through underground pipes, thereby removing hazards of storms and weather and assuring unexcelled dependability of service.

Deep artesian wells provide Harrison County with absolutely pure and unusually soft water. Shallow underground sources provide chemical waters in unlimited quantities with numerous rivers and streams of the county providing fresh surface water.

Telephone accommodations for the county are provided by Southern Bell Telephone Company, which maintains offices in Gulfport and Biloxi. In 1957 the company completed the consolidation of exchanges from Ocean Springs and Van Cleave in Jackson County, through Bay St. Louis in Hancock County, into one coast dial system.

Assessed valuation of Harrison County for 1958 was in excess of \$55,000,000, with assessments at approximately 20% to 25% of real value. A healthy financial condition exists in the county, with bonded indebtedness of only \$415,000.



An aerial view of the U. S. Veterans Administration Center at Biloxi. This Federal installation with its flowers and beautiful buildings is a showplace of the Mississippi Coast.

Tax Levies of Harrison County for the Fiscal Year, 1958:

Full and Homestead Exemption Rates:—

Beat One

District	Total	Exempt Valuation Rate
Biloxi	30.30	14.20
Beat 1 In-Fernwood	30.30	14.20
County School District	58.50	22.40

Beat Two

Gulfport	31.50	15.40
Beat 2 In-Fernwood	31.50	15.40
Beat 2 In-Handsboro	32.20	16.10
Beat 2		
In-Mississippi City	31.50	15.40
Long Beach	31.50	15.40
County School District	59.70	23.60

Beat Three

Pass Christian	31.50	15.40
Beat 3 In-Deadeaux	32.20	16.10
Beat 3 In-DeLisle	32.20	16.10
Beat 3 In-Pineville	32.20	16.10
Long Beach	31.50	15.40
County School District	59.70	23.60

Beat Four

County School District	59.70	23.60
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Beat Five

County School		
District in H.P.D.	59.70	23.60
County School		
District out H.P.D.	58.00	21.90

A series of new laws passed in the 1958 Legislature are expected to prove extremely beneficial to the county. Included in these enactments was a law making it possible to increase and improve the facilities of the Port of Gulfport with money from state bonds; to construct the vitally needed four-lane bridge over the Bay of Biloxi; the development of Deer Island, half-mile across the water from Biloxi, as a resi-



Gulfport Vegetable Oil Co. is the second largest tung oil producing plant in the world processing an average of 15,000 to 16,000 tons per season.

dential and recreational area and the construction of a modern concrete causeway connecting the island to the mainland; the authority to develop an industrial seaway across the county, which someday is planned to become a twenty-four mile long miracle strip of industrialization (two surveys of this project have been completed).

Tourism is the largest industry of Harrison County. In the State of Mississippi, tourist trade ranks second to timber as a leading economy; one third of the state tourist business is concentrated in Harrison County. This business is not seasonal, but year-round,

about four million tourists visiting the county during 1958. One would then say that the factories for this industry—the hotels and motels along the beach front—are operating efficiently and successfully under individual management and the organized promotional planning of the Hotel and Motel Associations.

Natural resources of the county are timber products and seafood with the center of the coast seafood industry located in Harrison County. Small truck farms which grow beans, cabbages, strawberries, sweet and Irish potatoes, watermelons, corn, okra, greens, etc., in commercial quantities, provide income for many families. Beef and dairy cattle, hog raising, poultry and poultry products, tung and pecan nuts, all provide additional incomes. With Gulfport the large port city of the state, import and export commodities play a major role in the economy of the area, along with manufacturing and industrial plants.

The county is governed by an elected Board of Supervisors, with elections held at four year intervals. Five members, representing each Beat or District of the county, comprise this Board. Appointed commissions by the Board of Supervisors include the Harrison County Development Commission, with authority to investigate, plan, and pre-



The Gulfport Creosoting Co. is one of the oldest pole producing firms in the U. S. and its operation covers 27 acres of ground on Bayou Bernard.

sent to the Board, recommendations for the proposed inland seaway. The county maintains a health department supervised by a medical director who is a licensed physician with special training in public health matters. There are two general hospitals, and several medical clinics in the county, as well as two Veterans Administration Hospitals. It is interesting to note that the Federal Government selected Harrison County for these two installations because it is considered one of the healthiest areas in the United States. In the county there are excellent public, parochial and private school systems,



READY TO SERVE

A second 75,000 kilowatt generating unit is scheduled for completion early in 1960 at our Gulf Coast Generating Plant located midway between Biloxi and Gulfport. This plant is designed for an ultimate capacity of over one half million kilowatts.

Size doesn't matter when it comes to profitable plant operation in this prosperous, progressive area. Large or small, you'll find all the ingredients for a fully integrated manufacturing operation including raw materials, skilled and semi-skilled labor, excellent transportation, modern deep-water ports, fine climate and most important an abundance of low-priced electricity.

For further information write . . .

New Industries Department
Mississippi Power Company
Gulfport, Mississippi

MISSISSIPPI POWER COMPANY

with athlete directors employed on twelve month schedules to supervise summer activities on beaches and playgrounds.

Along the coastline are handsome residential properties. The majority of these homes are large and are surrounded by landscaped gardens and year-round green lawns. Removed from the coastline, situated on banks of the many bayous and rivers of the county, are fairy-story estates of the very wealthy. These magnificent homes are sheltered from public view and are erected on grounds containing from several to several thousand acres.

Churches of many denominations for white and Negro congregations are prevalent throughout Harrison County. The entire Mississippi Gulf Coast is comprised of deeply religious people who follow their own beliefs and respect those of their fellow men. There are practically no religious nor racial prejudices in this area of the state.

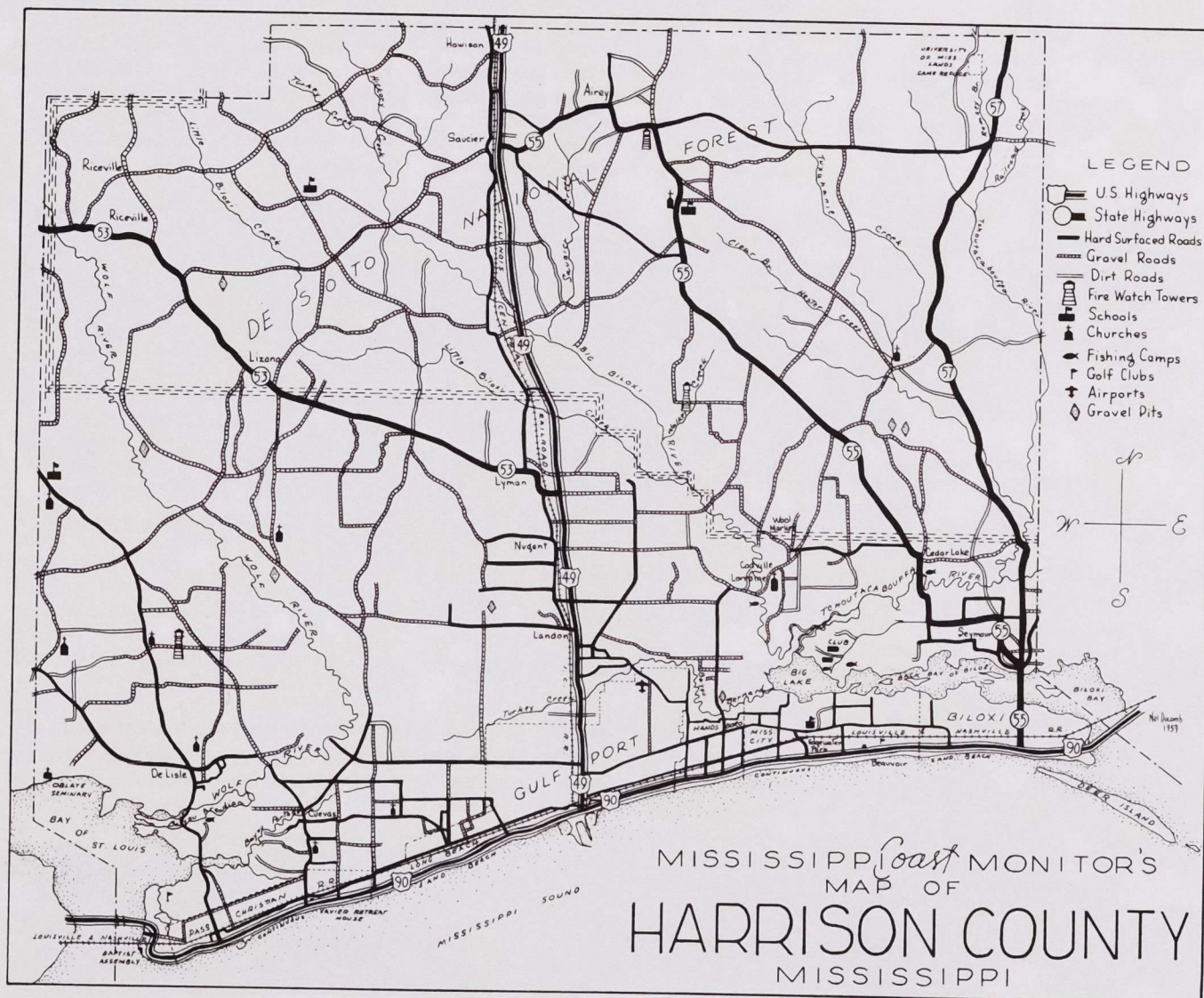


The Mississippi Gulf Coast Art Association holds two exhibits yearly at the Markham Hotel in Gulfport. Here famous coast portrait painter, Bea Smith of Bay St. Louis, prepares work for showing.

Cultural advantages are many with numerous Little Theatre movements, art colonies, music schools, and schools

of drama from Biloxi through Pass Christian. Exhibits which feature works of artists from all parts of the nation, concert musical offerings with renowned artists performing, professional legitimate theatre offerings, and first-rate moving picture theatres, provide varied entertainment for residents and visitors. There are also numerous night spots where name bands and top flight entertainment provide dance music and amusement for those who enjoy this brand of fun.

It would literally take a book to give full details of the many advantages to be found in Harrison County for the business investor, the resident, and the visitor. History and tradition play an important role in this beautiful and productive area dating back to the colonizing by d'Iberville, who claimed the land for France. The county has been under the rule of eight flags and many of its families trace lineage back to the aristocratic and royal houses of





Water sports are naturally a great favorite of the area. Here we see lovely skipperettes preparing for a race over the historic course of the Biloxi Yacht Club.

France, Spain, and England.

Parallel to the coastline is a chain of islands, boasting a wealth of history and tradition, which offer protection to the mainland from the waters of the open gulf. Ship Island, twelve miles south of Harrison County, was used by the Union Forces during the Civil War, at which time famous Fort Massachusetts was erected there. It is popular today with tourists who enjoy exploring the remains of the old fort, bathing in the swells of the rolling surf, and deep-sea fishing. Other islands are, Deer, Horn, Cat, and Petit Bois. All have

played vital roles in the development of the county and the coast.

The United States Government selected Harrison County as the site for one of its major installations, Keesler Air Force Base, the electronics center of the air service, and for its two Veterans Administration Hospitals.

Accommodations for travelers are as fine in Harrison County as may be found in any area of the world. Large hotels with luxurious appointments and expertly trained employees cater to the carriage trade, offering everything from exotic cuisine in superior dining areas, to excellent golf courses and all types of entertainment for round-the-clock fun. Moderate and modestly priced accommodations are also available. There are an estimated five thousand rooms for travelers available in Harrison County. Most of the accommodations feature heated swimming pools assuring year-round aquatic fun. There are five fine golf courses open to the public for daily green fee, with play possible twelve months of the year. Harrison County has become the mecca for the convention business of America, with an average of three hundred conventions held annually in the county. It is the most centrally located sea-side area of the United States.



A unique hobby of many residents is rock collecting. This is Mrs. Charles Chrisman with a portion of her large collection. There are several shops catering to this hobby.

Regattas, speedboat racing, fishing rodeos, swimming events, water skiing, beauty and Miss Hospitality contests, national kennel shows, rodeos, etc., are all held in Harrison County during various seasons of the year.

This brief summation cannot do justice to a region so richly endowed as Harrison County, nor to its leaders and its people who are equally endowed with a zeal to further the natural advantages and make their county an area which will be recognized by all America as one of the choice areas in the nation.



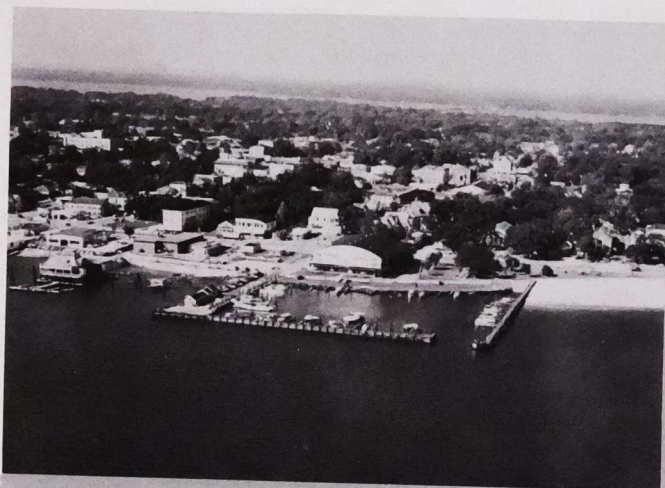
THE COAST'S MOST BEAUTIFUL RESTAURANT
HIGHWAY 90 • ON THE BEACH • BILOXI

For discriminating diners - Food with a Flair

Our chefs are expert—our own Rainbow Ranch provides much of our meat and vegetables assuring you superlative cuisine that only this rare combination can produce. Savour the ultimate in fine food surrounded by perfection in decor for a truly memorable experience in dining.

WHERE DINING IS A PLEASURE -- NOT A NECESSITY

*For late evening dining * the excellent in entertainment *
the adjoining renowned **BUCCANEER SUPPER CLUB**



A sector of the central part of the Biloxi Peninsula showing the Biloxi Port Commission Inner Harbor, the U.S.O. Building and the Biloxi Yacht Club. In distance at top is the Back Bay of Biloxi.



Biloxi is the largest shrimp center in the world. This photograph was made during the annual Shrimp Festival and Blessing of the Shrimp Fleet. Some four hundred trawlers participate in this marine pageant.

BILOXI

Exotic Biloxi, Queen City of the Mississippi coastal region, is a many faceted diamond. Year-round play area of the Southland—Convention City of America—one of the great seafood packing centers of the western hemisphere—home of Mississippi's largest business (Keesler Air Force Base)—Biloxi is now rapidly expanding industrially, thus polishing another facet to brighten the gleam of this gem city. Founded in 1699 by Pierre le Moyne, Sieur d'Iberville, and claimed for France, it has forged ahead under eight flags.

The city is situated on a peninsula surrounded by the Gulf of Mexico on the south, Bay of Biloxi on the east, and the Back Bay of Biloxi on the north and northeast. It is sixty-eight miles west of Mobile, Alabama, and eighty-six miles east of New Orleans, Louisiana. U.S. Highway 90 runs through the city east and west, paralleling the Gulf of Mexico, and intersecting U.S. 49 north, twelve miles west of town. Present area of Biloxi is 3,300 acres, including 900 acres on the west end which was donated by the city to the federal government for use as Keesler Air Force Base. Plans are being made by the city to secure the vast acreage of Deer Island, located less than a half mile off the eastern section of the peninsula, for subdividing and development. It will be linked to the mainland by a modern concrete causeway, and contain residential areas, shopping centers, churches and schools, as well as recreational facilities including a fine golf course, sand beaches, surf bathing, and parks with playground equipment.

Biloxi has an excellent small craft harbor, where docked vessels are well

protected from the elements. The great seafood industry, which has made our country aware of the luscious, palatable delights of the deep waters of the Gulf, flourishes on the Bay of Biloxi. It is the home of the world's largest shrimp industry. About 1000 ships of the fishing fleet dock at Biloxi. Here annually, are built fifty or more wood and metal hulls, deep sea shrimp trawlers, and pleasure craft. These ships, propelled by heavy duty diesel engines, sail from many ports of the western hemisphere. Trawl and net manufacturing and marine shops have become important auxiliary business.

Facing the gulf is the fabulous resort locale of this contrast city. For the visitor there is twenty-four hour entertainment—under sunny skies on broad white sand beaches, followed by gleaming star studded nights. Brilliant neon signs beckon from sunset 'till dawn, to join in the fantastic, gay, night-life. Ultra-luxurious accommodations are provided by the many resort hotels. More than eighty hotels, motor courts, apartment buildings, cottages, rooming houses and trailer parks are available in Biloxi, all at reasonable prices. This annual resort business is worth in excess of \$110,000,000 to the Mississippi Gulf Coast, with Biloxi the center of its activity. The city is also renowned for its number of fine restaurants, offering varied cuisine to satisfy the taste of the gourmet. Its reputation as the Convention City of America, has been gained by the fact that more than one hundred conventions are held annually in Biloxi, with its larger hotels catering to convention clientele.

There are twenty fishing camps, various wharves and piers, fifteen deep sea charter boats, and daily scheduled

fishing trips available, with good fishing in the Gulf of Mexico, Bay of Biloxi, Back Bay of Biloxi, Biloxi River, and numerous streams in the area. The Red Creek Game Management Area, operated by the State Game and Fish Commission, is presently comprised of more than 100,000 acres, and is one of the most productive hunting grounds in the State.

There are thirteen city playgrounds, including a little league park, miles of sand beaches, swimming pools, tennis courts, lighted athletic fields for football and baseball, and three community houses. The Biloxi Recreation Department Board plans, and carries out, the overall recreation program through its Superintendent of Recreation. This program is rapidly being extended. The city has fine country clubs and superior golf courses which cater to membership and daily green fee patrons.

Numerous regattas are conducted during the year by the Biloxi Yacht Club, and special pageants are staged annually, including the quaint Blessing of the Shrimp Fleet, and the Mardi Gras celebrations.

Interesting residential areas, boasting ante-bellum and modern architecture, ornamented by gardens with year-round multi-hued blooms and venerable live oak trees, are located on the beach front and facing the waters of the Back Bay of Biloxi. More than a dozen private groups have built housing projects ranging from ten to one hundred homes, especially in the northwest area of the city. The Housing Authority of the City of Biloxi is now operating four hundred and eighty-eight units in East End Homes, West End Homes, Bay View Homes, and Bayou Auguste Homes, the latter for Negroes.



The Episcopal Church of the Redeemer on East Beach Blvd., Biloxi. President Jefferson Davis served as vestryman in this church when he resided in Biloxi.

There are twelve grade schools (seven public and five parochial), seven high schools (four public and three parochial), with enrollments of close to ten thousand students. The public school system offers courses in occupational training in shop-work, wood-work, and home economics. The city has a fine public library, and participates in the Harrison County Book-mobile Program.

It is a city of churches, with twenty-five houses of worship, some ancient, and some modern in design, representing practically all denominations.

Medical facilities include the new sixty-bed Biloxi Hospital, and hospitals at Keesler Field and the Veterans' Administration Center. A modern \$3,000,000 General Hospital is to be built shortly within the city. Twenty-two local physicians, nine dentists, four optometrists, and six chiropractors, practice in addition to fifty physicians and dentists at Keesler AFB and the VA Center. Two veterinarians have offices in the city.

The United States Veterans Administration, including a National Soldiers' Home with General Hospital facilities, is located along the shores of the Back Bay of Biloxi, on seven hundred acres of grounds which are considered one of the show places of the Mississippi Gulf Coast.

Keesler Air Force Base, the electronics center of the Air Force, is located in Biloxi on a site provided by the city prior to World War II. Formerly the Army Air Corps Technical School, more money has been poured into Keesler AFB than any other project in Mississippi. Exact figures on installations and equipment cannot be ascertained, but the total investment is calculated to be well over a billion dollars. Recently constructed laboratory buildings cost over a million dollars

each; a six million dollar hospital was dedicated January, 1958. The estimated current military population is around 20,000; during the peak war years it was more than sixty-nine thousand. The federal payroll of these two installations (VA Center and Keesler AFB), totals over fifty million dollars annually, with that of Keesler being the largest single payroll in the State of Mississippi. Needless to say, the military plays a dominant role in the economy of the community.

Biloxi has steadily increased in population, the 1950 census showing 37,435, as compared with the estimated 1958 census of over 59,560 (excluding the 20,000 military stationed at Keesler Field).

The city was incorporated in 1935, and operates under a code charter with a commission form of government. A mayor and two commissioners are elected at four year intervals. Municipally owned enterprises include a swimming pool, water plant, sewage treatment plant, and cemetery. Police protection is given residents with thirty-five full time personnel, augmented by the use of eleven women for part-time traffic control at schools and on special occasions. The fire department has six pumpers, a sixty-five

20

**We are
PROUD-
Confident-
PLANNING-**

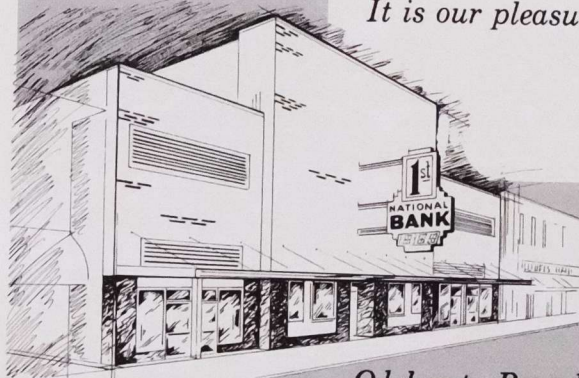
of our Historic Past — proud of the Saga of Biloxi's founding and growth that is a fascinating segment of Mississippi's History.

because of Today's Achievements — our people are prospering, reaping the results of diligence and labor, thrift and ingenuity.

for her Future — by participating wholeheartedly in laying the groundwork for expansion.

It is our pleasure to serve Banking Needs of the Biloxi trading area

Member of Federal Reserve System



**1ST
NATIONAL BANK
OF BILOXI**

Oldest Bank on the Mississippi Coast



foot ladder, a chief's car, and a car for the assistant chief on duty (both equipped with two-way radio controls), miscellaneous chemical and emergency apparatus, including foam generator, two pumpers with high pressure pumps capable of putting out intense gasoline fires, smoke masks, resuscitators, and life nets. The fire department is well organized with thirty-eight full-time employees. Water pressure is normal forty pounds with fire pressure of sixty-five pounds per square inch; insurance rating Class 6.

Property tax rate per \$1,000 inside city (State and County—\$30.50; City—\$41.60—total \$72.10) at 35% of real value; outside city—\$30.50 at 20% of real value, plus district school levy; homestead exemption is 15 mills. Assessment on all property is at the rate of 35% of real value inside and outside the city, insofar as the school district levy is concerned. Assessment by the county is at the rate of 20% of real value, both inside and outside the city. Assessed valuation of the City of Biloxi is \$35,218,757 including the Biloxi Municipal Separate School District; bonded indebtedness of the city is \$2,989,000.

An active Port Commission and a recently organized Industrial Commission exert diligent efforts in furthering long range expansion plans for Biloxi. In recent years the city has sold a million dollars worth of bonds for street and other improvements, with another four and one-half million sold for extending the sewerage system and sewage treatment plant.



Biloxi is a veritable fisherman's paradise. Numerous salt water varieties are found in the bays and Gulf. Here is a catch of mackerel.

The major portion of the population finds employment in retail and wholesale trades, seafood processing, fishing, charter boat operations, convention and resort business, and governmental establishments (U.S. Veterans' Administration and Keesler AFB). Because the resort business is a year-round operation there are no labor fluctuations due to seasonal employment. In Biloxi the effective buying rose from \$33,225,000 in 1950, to \$103,396,000 in 1956—a gain of 242%. Wage scales range from seventy-five cents to three dollars per hour. Experience has proved labor to be easily trained and not seasonable, but desirous of steady employment. General types of available skills within a ten mile radius include



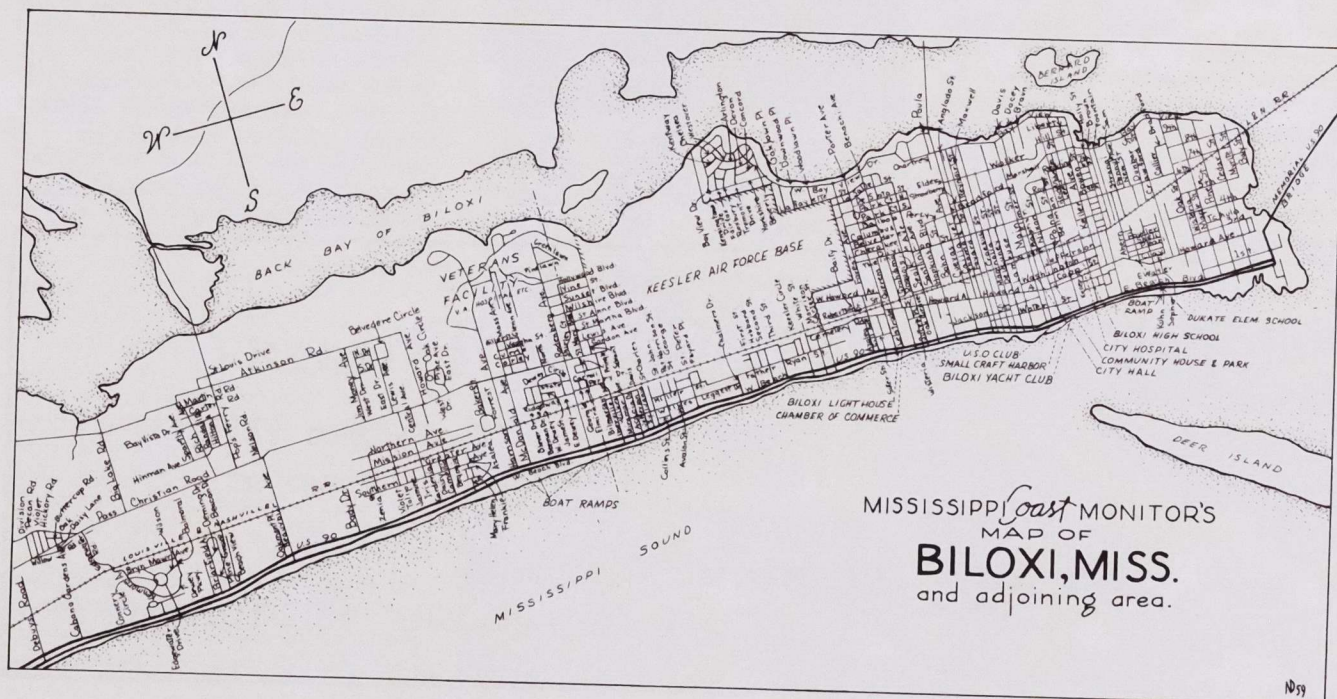
A skillful netter makes a shrimp boat trawl net. Boats, piers and factories are often pictured but one rarely sees the quiet net man who is so vital to the industry.

woodworking, metal working, ship building, textile and farming.

Financial institutions serving the people of the area are the First National and the Peoples' Bank of Biloxi, with combined deposits of approximately \$20,000,000. Both of these banking houses offer friendly, courteous attention to their depositors, and by financial assistance have made great contributions to the progress of the city.

Biloxi is served by the main line of the Louisville and Nashville Railroad running between Cincinnati, Ohio, and New Orleans, Louisiana, furnishing excellent freight and passenger service. Local provisions for storing and handling freight include a railroad yard of

21





A stately home of ante bellum architecture at Biloxi. Most of the lumber was cut on the spot and the structure was put together entirely with wooden pegs. It is on West Beach Drive.

ninety-car capacity, and adequate warehouse space and sites. There are seven major truck lines operating in Biloxi. The Teche Greyhound and Trailways Bus Lines both maintain terminals here, Greyhound east and west service, and Trailways offering express accommodations to Chicago, with Biloxi the southern terminus of this run. The area is serviced by the Southern Airways, Inc., and National Airlines, Inc., at the Gulfport Airport, a short distance from Biloxi. These two airlines make connections with other airlines at Jackson, Mississippi, Mobile, Alabama, and New Orleans, Louisiana, for destinations throughout the country.

Biloxi is located on the Intracoastal Waterway, with a deep water channel to the Gulf of Mexico. Nearby ports are located at Gulfport and Pascagoula. Plans are being studied at this time for an industrial seaway to be constructed across Harrison County from the Bay of Biloxi to the Bay of St. Louis.

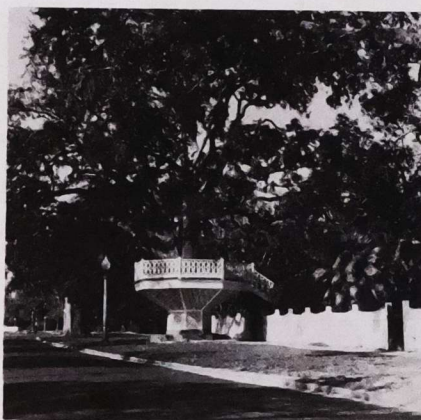
Utilities for Biloxi are supplied by the Mississippi Power Company, which provides industrial, commercial, and residential electric power; the United Gas Corporation, providing natural gas for the city, and Southern Bell Telephone Company. Water for the city is

pipled from one twelve inch, two ten inch, and three eight inch artesian wells. Capacity of the system is 7,900,000 gallons, with present consumption of 7,000,000 per day. Storage capacity is 1,359,000 gallons underground, with the water-works system valued at \$4,500,000.

There are sixteen major industries in the city, with twenty wholesale seafood packers and shippers, and approximately 5,000 people employed in the seafood industry.

The Biloxi-Gulfport Daily Herald, an afternoon newspaper serves the entire Gulf Coast area. Daily and Sunday newspapers published in New Orleans, Mobile, Jackson and Memphis are circulated in Biloxi. Two radio stations service the city—WLOX and WVMJ. Telecasts are received from New Orleans, Mobile, Hattiesburg, and Pensacola. A new television station has been authorized for the Biloxi area, with construction slated to begin this year.

New construction of commercial property is taking place in all areas of the city. Both banks have recently completed extensive interior and exterior modernization, and all principal utili-



A unique sight in the Biloxi area is this "Shoo-fly"—an ornate platform built around an oak tree and used as a gathering place for the family on warm days.



"Red Brick House" on East Beach Blvd. is one of Biloxi's most beautiful estates. It is French-Colonial style architecture and one of the principal historical attractions of the town.

ties, United Gas, Southern Bell, and Mississippi Power Companies have lately transferred into fine, new buildings. A \$1,250,000 Federal Building is another addition in the growth of Biloxi, and houses the Post Office and other branches of the Federal Government. When all activities have been transferred into this new structure, the present Federal Building will become the property of the city for conversion into a new and modern City Hall.

Four toll-free bridges provide ingress and egress over the surrounding waters; the Biloxi Bay Bridge (Highway 90 into Ocean Springs), the Popp's Ferry Bridge, northwest of the city, the bridge over the Back Bay of Biloxi, and the new bridge over the Tchoutica-bouffa River on Highways 55 and 57, north of the city, the only bridge in the state built high enough to permit navigation minus a draw. Biloxi will have its fifth span when construction of the causeway to Deer Island is completed.

Biloxi residents, like their city, sparkle with vivacity. Their gaiety is infectious, and their sincere welcome to visitors adds to the enjoyment of a stay in the Queen City of the fabulous Mississippi "Gold Coast"—truly called the Riviera of America.

PEOPLE'S BANK OF BILOXI

ORGANIZED 1896

MEMBER F.D.I.C.

Complete Banking Service •

• Dependable • Efficient



Above is an aerial view of the Gulfport business district showing U. S. 90 in foreground. At right is the port of Gulfport. Small commercial craft harbor at left, main harbor, center, and pleasure craft harbor at right.



GULFPORT

Youthful and vigorous—Gulfport, seat of Harrison County, situated midway between Mobile, Alabama, on the east and New Orleans, Louisiana, on the west, is endowed with the vitality which is youth's prized possession.

The only planned city of the area, Gulfport was incorporated in 1898. Soon after the Civil War ended, Captain W. H. Hardy, who was engaged at the time in building the New Orleans and Northwestern Railroad into New Orleans, conceived the idea of a railroad leading directly to the open waters of the Gulf of Mexico. The result of this dream was the Gulf and Ship Island line and plans for a city to become the southern terminus of the new railroad. Prisoners, leased from the State of Mississippi, toiled as laborers on the new road when work began in 1880. It was known at this time that deep water existed north of Ship Island, lying twelve miles directly south of the present site of the city of Gulfport; this, therefore, was the logical location for the southern terminus of the new railroad, which would serve as a transportation link for export-import commodities moving in foreign trade through a port destined to be Mississippi's largest. In 1884 the site was christened Gulfport.

Captain Joseph T. Jones, an eastern capitalist (later to be known as the father of Gulfport), headed the company that completed the building of the Gulf and Ship Island Railroad in 1900, and through the years devoted his fortune and energies to the building of the city.

The Louisville and Nashville Railroad provided the area with freight and passenger service before Gulfport was founded, and it was around these two railroads and the port, that the new

city was developed, with millions of tons of freight, inbound and outbound—from and to all parts of the globe, passing through the Port of Gulfport.

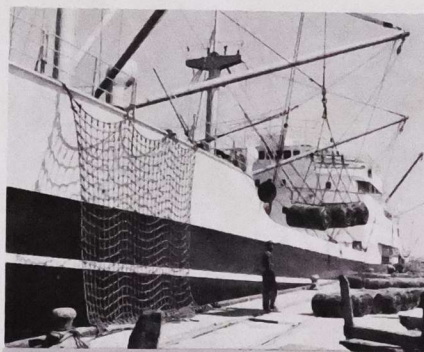
Its location on two national highways (U.S. Highway 90 east and west—U.S. Highway 49 north) is an added advantage. Two continental bus lines and eleven truck lines have terminals in Gulfport. Fast mail and passenger service are provided for people of the area by two airlines which operate from the city.

It is the center of the resort area of the Mississippi Gulf Coast, with the world's longest man-made sand beach, twenty-eight miles long and three hundred feet wide, and a four-lane scenic drive running parallel to the Gulf of Mexico the entire distance. Magnolia and massive live oak trees, riotous blooming of semi-tropical flowers and shrubs, and handsome residential property with carefully nurtured gardens provide year-long beauty. Superior traveler accommodations and tourist attractions, including the world's largest marine aquarium, historical sites, scenic drives, boating, swimming, charter boats for deep-sea fishing, excursion

boats, water skiing, golfing, hunting, skeet shooting, fresh water fishing, a yacht club with small craft harbor, and country clubs are all enjoyed by residents and visitors to Gulfport. Ideal living conditions are offered for persons in all walks of life, with moderate rental property and much undeveloped and beautiful land for future home sites available at reasonable prices.

The city operates under code charter with an elected mayor and two commissioners. It has good fire and police protection, plus services of the Harrison County Health Department, United States Coast Guard, Department of Commerce, Mississippi State Employment Service, and Internal Revenue office, all of whom give signal service to local industry, as industries are considered preferred customers of the city. Two progressive banks, the Hancock and Gulf National, service the city financially and are industrial-minded.

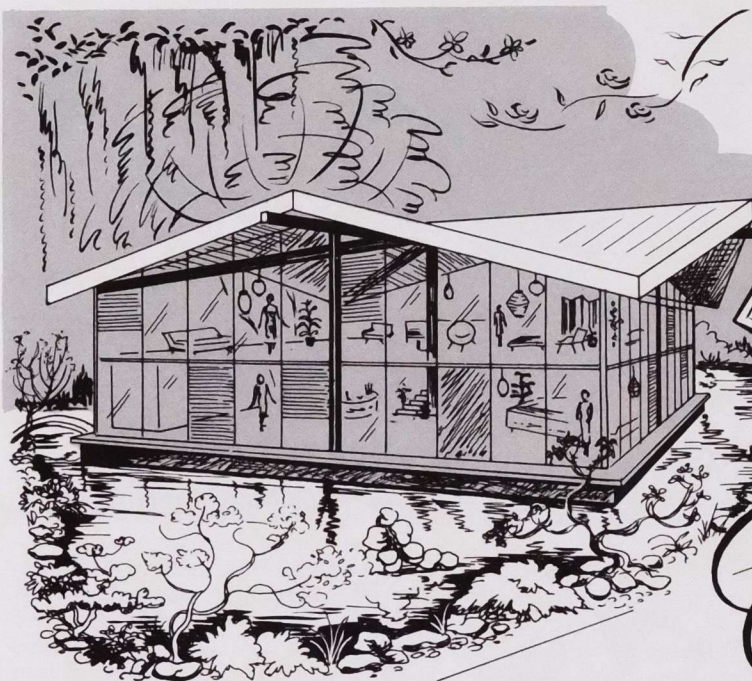
Many industries have found the mild climate and natural advantages ideal for plant locations, with a number of manufacturing industries such as food processing, aluminum extrusion, wood



Loading scene at Gulfport docks.



Looking west on 14th St. Gulfport business district.



The Unusual The Exotic

百羅入口公司

THE STORY OF THE BELL IMPORTING COMPANY

Two people with vision, sparkling and vivacious Mary Canon and her charming husband, John, made a decision a few years ago that resulted in one of the most fascinating establishments on the Mississippi Gulf Coast. Combining intelligent planning with ingenuity and keen business sense, the Bells created their unique importing company choosing Mississippi City as their headquarters.

Mainstay of the company is custom-made clothes. Customers select fabrics from sample swatches, submit any design, then off go measurements, design and fabric selection, by air mail, to the duty free port of Hong Kong where master tailors create garments that are unequalled. All fabrics purchased by the Bells on their world-wide shopping trips to Italy, France, Scotland, England, Ireland, and the Orient, are shipped to Hong Kong where labor costs but pennies. These combined advantages assure customers of fine clothes which can not be duplicated at similar prices by any other procedure.

The exquisite new home of "John Bell, Importer" is a delight to residents as well as visitors. Here one may browse and buy from gift selections which excite the imagination. Branch shops in Buena Vista and Sun 'n Sand Hotels are maintained for shopping convenience.

A special feature of the Bell enterprise is the Fashion Show division which supplies, for a small fee, (for conventions or special events) a display of their exclusive creations. This addition has proved highly successful and is much in demand.

UNDER THE GOLD POLYNESIAN ROOF

• CUSTOM MADE CLOTHES

There's unmistakable elegance in clothes made especially for you—clothes made of the finest fabrics—fabrics woven in distant parts of the globe where centuries of traditional skill produces weaves and textures that are inimitable. Silks, cashmeres, woolens, tweeds, linens—each a study in perfection. Expert tailoring creates the final result—garments with a distinctive well-bred look—a look that sets you apart as a truly discriminating person.

• IMPORTED GIFTS

You'll be pleased—charmed—delighted—at John Bell's Gift Imports! You'll find a bit of the mystery and magic of the Orient—the enchantment of the South Seas—in a gift selection that's a rare treat to behold. Make gift shopping your most exciting shopping at—"John Bell, Importer".

INFORMAL MODELING AT THE
BUENA VISTA AND SUN 'N SAND
DURING THE DINNER HOUR

JOHN BELL • IMPORTER

SHOP LOCATIONS

HIGHWAY 90 and TEXAS ST., MISSISSIPPI CITY

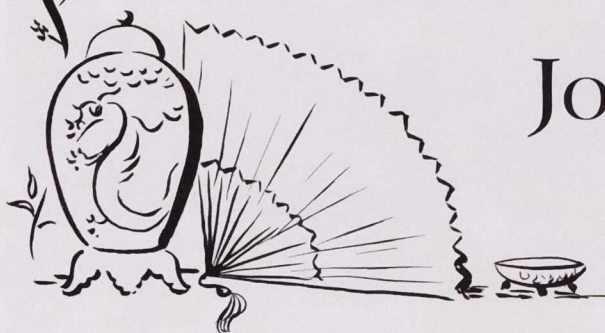
BUENA VISTA HOTEL • BILOXI

SUN 'N SAND MOTEL • BILOXI

P. O. BOX 677

MISSISSIPPI CITY

PHONE UN 3-1172





Gulfport plant of the Olin Aluminum Division of Olin Mathieson. This 85,000 sq. ft. installation produces commercial, industrial, and architectural aluminum extrusions.



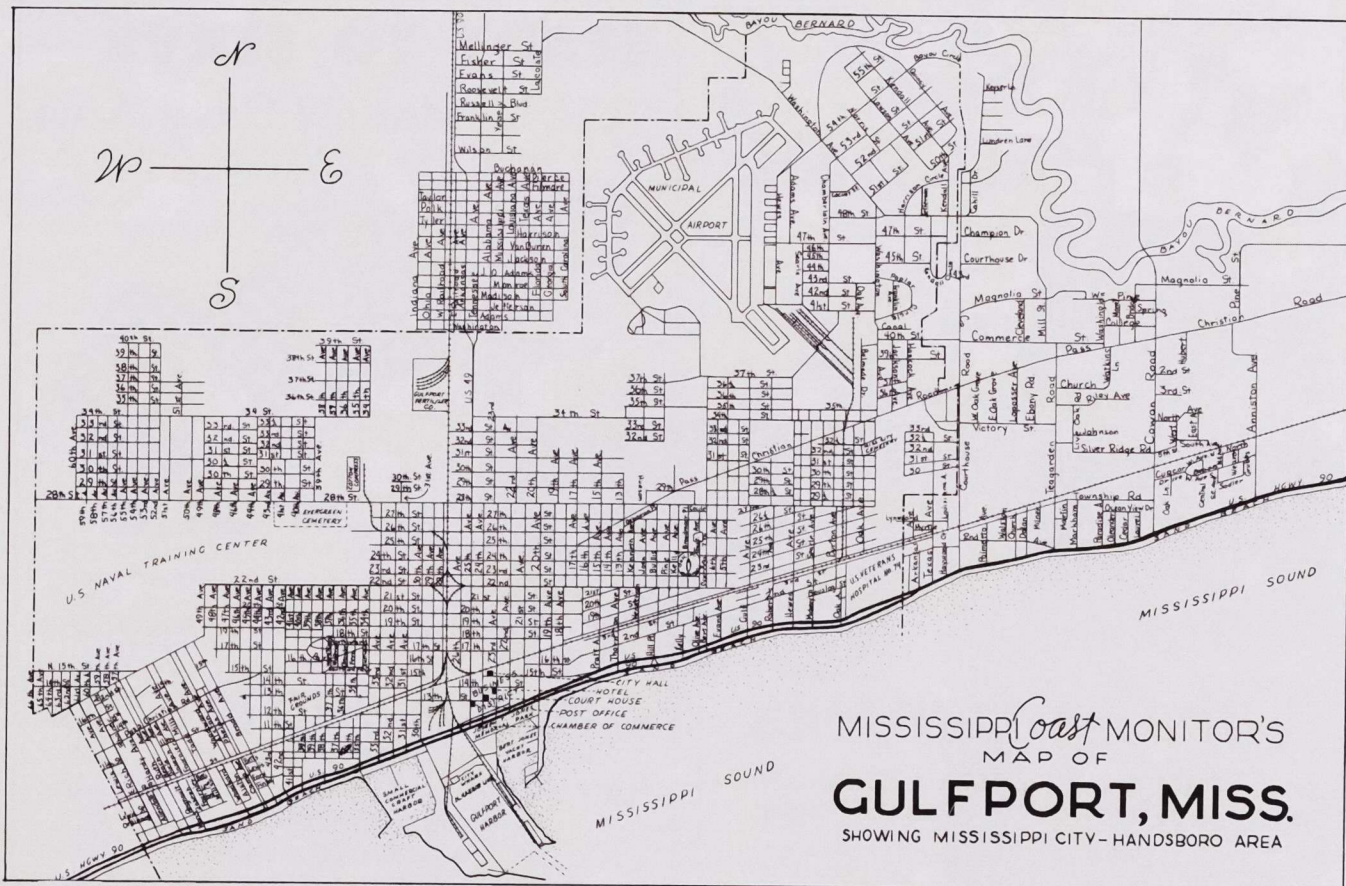
Glenbrook Laboratories Division of Sterling Drugs in Gulfport produce well-known Milk of Magnesia. Buildings at rear house Gulfport Glass Corp., established to manufacture familiar blue bottles used by Chas. H. Phillips Co.

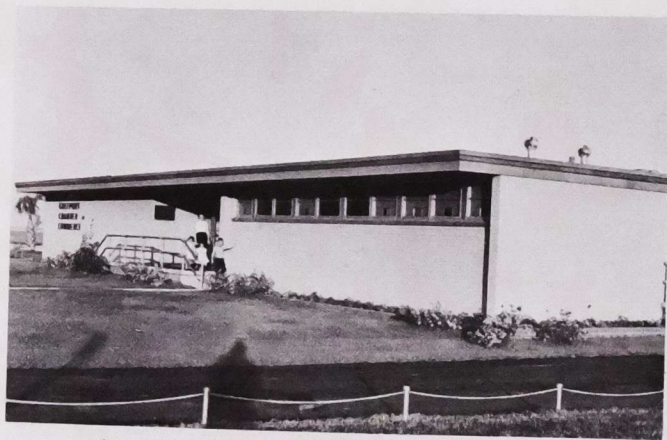
and metal processing, and pharmaceutical, chemical, textile, glass bottle, and agricultural products plants operating within the city. Availability of competent, easily trained, plentiful labor, unlimited water sources, cooperative attitudes of residents and officials, all add up to above-average assets. Hundreds of acres of land are still available in and near the city for new industries; all are served by local utilities and easily accessible to rail, highway, and sea transportation.

The growth of Gulfport has more than doubled in the past eight years, with the 1950 census showing the population to be 15,195 and the estimated 1958 figures showing over 33,000. The major part of the city's employed personnel are engaged in retail and wholesale trades, seafoods, boat-building, metal and wood products manufacturing, and local industrial establishments, and since this is a year-round resort area, there are no appreciable labor fluctuations due to

seasonal employment. The city is the shopping center of the Mississippi Gulf Coast, with retail sales increased since 1951 from \$35,023,930 to \$47,474,400 in 1958 (this information from Gulfport Chamber of Commerce). Manufacturing plants in the city number more than twenty-five; processors and dealers—twenty-eight, food packers and processors—twenty, plus a number of small plants.

A staff of thirty-three trained officers, working three shifts daily with five





Chamber of Commerce building on U. S. 90. The energetic, progressive, Chamber of Commerce promotes civic betterment and offers helpful services for visitors to their city.



One of the major events of the year in the coast area is the Gulfport Fishing Rodeo. This enormous tent is erected in the harbor area to accommodate judges, entrants and guests.

radio-equipped patrol cars, police the city; the fire department has forty-two full-time employees and modern fire-fighting equipment, including eight pumpers, six auxiliary vehicles, 10,000 feet of hose, and adequate miscellaneous equipment; water pressure is a normal fifty pounds in mains. Sewage disposal is by means of an activated sludge system.

Property tax rate inside city per \$100 is, for state and county \$3.18, and for the city \$5.10; outside the

city it is \$3.18 plus district school levy. Homestead exemption is fifteen mills; assessment on industrial property is normally 33% of real value; qualifying industries are offered five years tax exemptions, except on inventory of finished product. Assessed valuation is \$24,340—direct bonded debt \$3,237,250.

The city has a modern and efficient public school system with enrollments in grade, junior high, and high schools of 6,728 students; and in addition there

are parochial and private schools. Gulf Coast Military Academy, famous throughout the country as a training school for boys, is located in Gulfport. The city also has schools of music, business, and arts. A \$3,000,000 school expansion program was completed in the city in 1954, giving Gulfport one of the best school plants in the state; a second school expansion program by the city began in 1958 to relieve the crowded conditions for 1959. A vocational guidance department offers

26



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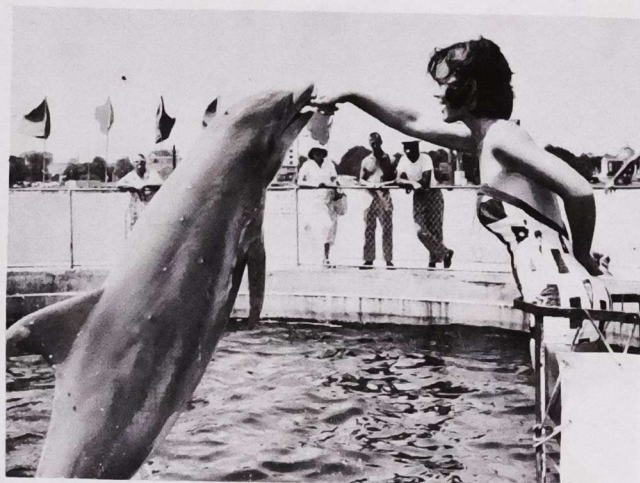
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Mayor R. B. Meadows, Jr., of Gulfport, proudly displays his catch during a recent Fishing Rodeo—proof that fine fishing awaits the sportsman in Mississippi's coastal waters.



If you prefer to watch deep sea beauties rather than catch them, the world's largest marine tank is located in the harbor area. Porpoises are fed by pretty mermaids and living specimens of marine life may be observed.

courses in business training, woodwork, shop work, and home economics. Various college extension and G.I. training courses are available.

There are fifty-four churches, representing fifteen denominations. Medical facilities include Memorial Hospital (130 beds) a number of medical clinics, and a United States Veterans' Hospital. Thirty-six local physicians and surgeons, sixteen dentists, nine chiropractors, and five optometrists, serve the people, and in addition there are a number of physicians residing outside the city who practice in Gulfport. There are three veterinarians for animal care.

Along the Coast, within twelve miles of Gulfport, are 138 restaurants, and 180 hotels and motor courts, with new courts and hotels being constructed along this beach front at a rapid rate.

A full time recreation department is provided with six regular employees; and during the summer months fifteen additional supervisors are employed. Functions of the department are to supervise play on the city's playgrounds and seven parks. Instructions are given in swimming, tennis, dancing, skating, arts and crafts, acrobatics, personality and charm, basketball, baseball, softball, pee-wee football, and other activities.

Several community houses are available for band concerts, dancing, club

meetings, and various public and group meetings. During the winter months, December through April, the Gulfport Tourist Club, a facility sponsored by the City of Gulfport, provides a meeting place for visitors. Activities include card playing, shuffle board and other games, luncheons and tours, with club rooms opened every afternoon from 2:00 o'clock until 5:00 o'clock. Tuesdays and Fridays are designated party days, when refreshments are served and prizes given to winners who have participated in games. All visitors are invited to the Tourist Club. There are five movie theatres in downtown Gulfport, an active Little Theatre, and several out-door theatres near the city. Time-honored sports in-season are deer and quail hunting and duck shooting, with excellent hunting grounds within minutes' drive from the city.

Utilities are supplied by the United Gas Corporation, Southern Bell Telephone Company, and the Mississippi Power Company. Eight deep wells furnish water for the city.



Above is a fine catch of Large Mouth Bass and Blue Gills. At right—witness age and experience are not necessary. Two happy teenagers pose with their salt-water catch of Croakers, Speckles, and White Trout.

Gulfport cooperates with Harrison County in providing a modern library from which the county operates its bookmobile service. The city has a daily afternoon newspaper, The Daily Herald, which serves the entire Mississippi Gulf Coast; the Dixie Guide, a monthly publication; the Pictorial Review, and the Examiner-Times, both weeklies; all are published in Gulfport. There are two radio broadcasting stations, WGCM (American Broadcasting Company affiliated) and WROA, which is unaffiliated. There are no telecasts from the city, but reception comes from New Orleans, Mobile, Pensacola, Jackson, and Baton Rouge.

Gulfport, planned for growth, has selected its leaders from men qualified to guide its destiny and eventually to make it one of America's great cities. Potentials are unlimited from commerce, industry, resident quota, and tourist trade in this city.

Here is Mississippi's great port; planned yesterday—profiting today—building for tomorrow.



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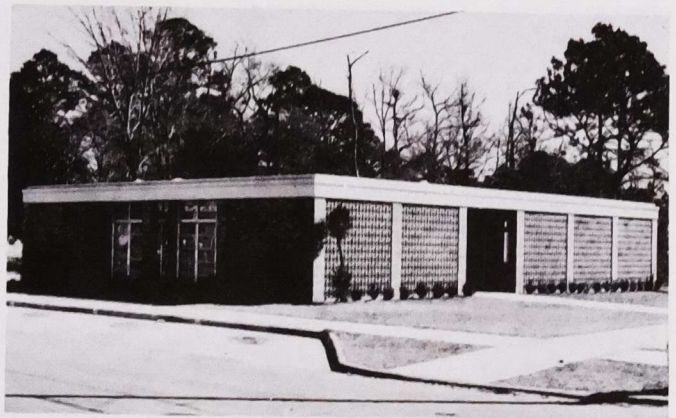
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HUB OF MISSISSIPPI COAST AREA PROGRESS

Commerce • Industry • Recreation—all ideally blended. The busy bustling port city of Gulfport, Home of Construction Battalion-U. S. Navy and Marine Training Base • Biloxi with its glittering resort facilities • Keesler Air Force Base • The Electronics College of the Air • Pass Christian • Long Beach • Miles of New Highways and Bridges • Fine School System • Plentiful Water Supply • Rail-Port-Air and Highway Transportation • Timber and Seafood Industries • Ideal Climate.



The pride of the city of Long Beach is this magnificent new \$385,000 school complete with gymnasium and cafeteria. One of the most up-to-date schools on the coast, it is centrally located two blocks east of the town's main street.



The handsome new City Hall building at Long Beach is situated in the business district. Modern in design, with well appointed offices, it is in keeping with the trend of far-sighted development of the community.

LONG BEACH

History and legend of Long Beach date back to earlier than 1699, when the first French explorers discovered and claimed the Mississippi Gulf Coast as a part of the vitally important Louisiana Territory.

Although the present town of Long Beach was not incorporated until 1905, its history began several centuries earlier when it was an active trading post of the Cherokee, Chickasaw, and Choctaw Indians, and was known (from the Indian translation) as White Harbor.

The Indians disappeared when the French arrived in 1699, but markers and other identifications indicate that some white men had penetrated this area before the coming of the French.

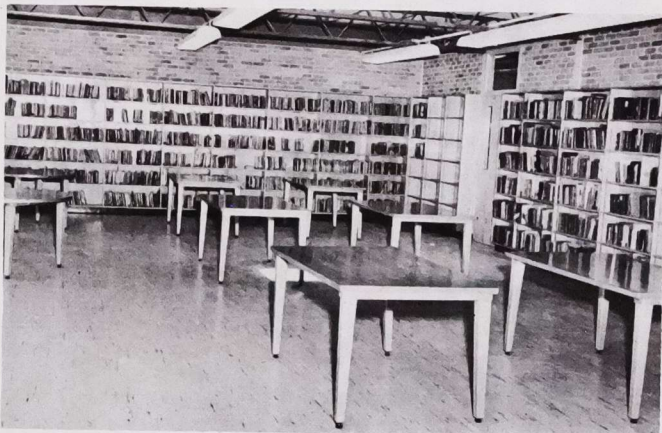
White men made use of the Indian Trail leading northward, dragging logs over this route to the shores of the Gulf where they were made into rafts, floated to deep water a mile off shore, loaded onto schooners, and sent to foreign lands, thus establishing the first export trade of this section. This ex-

port business was thriving during the early part of the 18th century. In the same period charcoal was made from surplus logs by the thrifty settlers of the community, water was pumped from the sea into vats and the precious salt extracted by boiling, and oyster shells were crushed to make lime for use and for trading for fatback, bacon, syrup, rice, beans, and other needed items. It is not known whether any of these products were exported, but they were prepared for use in the little coastal community located on the Widow Ladnier's grant and the Pellerin claim, which is now Long Beach.

Recorded history of the community begins with the advent of the New Orleans and Mobile Railroad in 1877. In that year the Louisville and Nashville Railroad took over the New Orleans, Louisiana, and Mobile, Alabama Division. The first railroad station of this area was called Scott's Station and was built in the early 1880's. It was located back of and near the present site of Gulf Park College.

From Tennessee the Thomas brothers came to the Mississippi Gulf Coast and purchased land near Scott's Station where St. Thomas Catholic Church stands today. The rectory of the church is the original home of James Thomas. In 1883 these brothers had a plat made of original Long Beach, at which time the city was given its current name. This original plat is on file in the chancery clerk's office at the Harrison County Court House. In 1884 the Quarles family moved to town and opened the first school in one room of their home. In 1886 the men of Long Beach built a small frame school which was enlarged two years later. Land for the building was given by a philanthropic citizen, and the present city school is located on this site.

The first store building of Long Beach was erected at this time, and the city's first Post Office, housed in this store, was opened in 1886. The Garland Fergusin Library was established in 1894, and named in honor of a New Orleans woman who donated a quan-



A view of the well stocked library of the new school pictured above. It also boasts a well equipped shop for vocational training and the latest trends in classroom design.



The beach at Long Beach is the town gathering place during the summer months with water fun by day and barbecues, wiener roasts, and gatherings around bonfires after dark.



Alligator races are a great favorite with guests at Holiday Inn—Long Beach. Note intense interest of the spectators who are offering verbal encouragement to the reptile contestants.



Palms, oaks and pines grow with equal vigor in this fascinatingly beautiful semi-tropical land. This scene taken on Beach Blvd. in Long Beach.

tity of books to start the program.

In 1882 truck farming became a vital part of the economy of the town, with crops of beans and radishes shipped to northern points. Later strawberries became an important addition. The demand for ice in shipping this produce brought an ice plant, packing shed, and loading platform to the city. The area was rich in virgin pine; so a number of saw mills were established and operated here, the first being built in 1892.

The city of Long Beach was incorporated August 10, 1905, and operates under code charter with an aldermanic

form of government. It extends for four and one-half miles parallel to Mississippi Sound on U. S. Highway 90, and is bordered on the east by Gulfport, and on the west by Pass Christian.

Since 1820 it has been considered an ideal vacation center and a retreat for artists, who are attracted by its quiet and natural scenic beauty.

During the years the city has continued to remain largely residential. The population of Long Beach increased from 2,703 in 1950 to an estimated 7,200 in 1958. With this rapid expansion of residents various small

business establishments have become a part of the economic life of the city. However, the majority of its wage earners are employed in neighboring Gulfport. Financial services are given the city by a branch of the Hancock Bank.

In addition to small business, much of the city's income is derived from tourist trade. Long Beach houses several luxury motor hotels. Guests may enjoy planned activities including horseback riding, swimming, water skiing, hay rides, hiking, camp-style outdoor suppers, etc. Excellent dining rooms usually adjoin the motels. There are other accommodations for the traveler, with rates ranging from modest to moderate. Several fine nurseries are located in Long Beach, with additional revenue derived from pecan groves, truck farming, and dairying.

Six churches are located in the city, one Catholic, two Baptist, one Methodist, one Church of the Nazarene, and one Presbyterian.

Long Beach has a public elementary school and a public high school which are under the supervision of the Long Beach Separate School District. St. Thomas Catholic grade school is supervised by the Daughters of Charity, and there are two private kindergartens in the city. Gulf Park College, nationally

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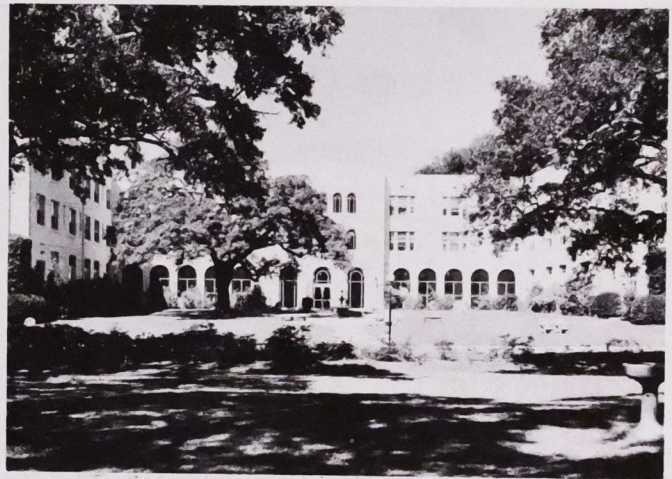
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Pier and beach in front of Gulf Park College where girls enjoy sunning, fishing, crabbing, swimming, sailing and water skiing. This beautiful beach frontage adds to the many attractions of this exceptional school.



Hardy Hall at Gulf Park College. Magnificent live oaks shade the velvety lawns on this lovely campus and walks are bordered year round with flowers. Upon entering, one is immediately aware of a charming aura of gentility.

known school for girls, is located here—an excellent school, privately owned and operated, and offering two years of high school and two years of college. There are no Negro schools in Long Beach. The city provides funds to Pass Christian for its Negro students to attend public schools there. A recent bond issue of nearly a half million dollars was voted for expansion of the schools of the city.

A weekly newspaper is published in Long Beach, and the city is serviced daily with the Gulfport Herald and New Orleans newspapers.

Long Beach employs services of a police chief and three officers who patrol the city in a radio-equipped car. A paid fire chief and two paid employees, plus a volunteer fire department operate from a centrally located fire station with all modern equipment, including a 400 gallon per minute water

tank carried on a truck as auxiliary supply. An arrangement between Gulfport, Long Beach and Pass Christian provides that each city will aid the others in emergency with men and equipment. Water pressure is a normal 40 to 60 pounds per square inch from three city-owned artesian wells.

The Separate Municipal School District tax rate is 17.25 mills. Total property tax rate including schools is 33½ mills. Assessed valuation of Long Beach is \$7,487,000; bonded indebtedness \$644,500. Percentage of assessed valuation is 100% on land and 50% on improvement, based on a 1953 appraisal at approximately 25% of actual value.

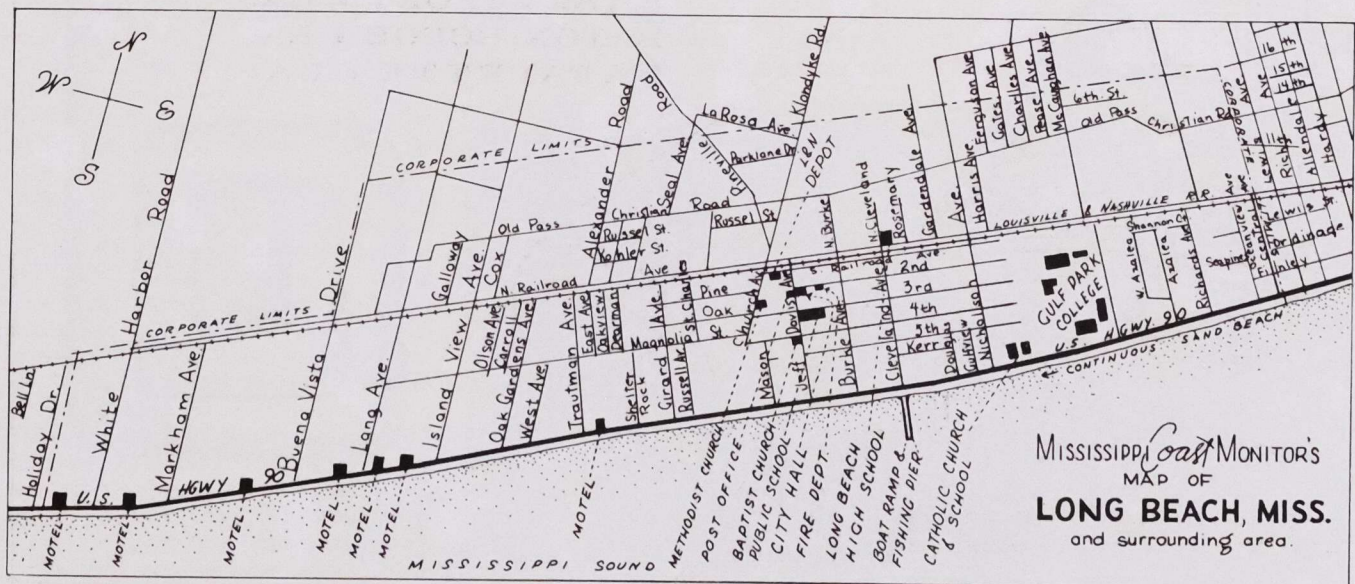
The city maintains a public library which is managed by a library board and is located in the business section of the city. It has a memorial park with playground equipment and a small park adjoining the city hall. Other rec-

reational facilities include a municipal pier, beach playground equipment, small craft harbor, and a rock pile for fishing and crabbing. The natural beauty of the coast line is preserved.

A new city hall was dedicated August 4, 1958, at a construction cost of \$50,000. A bond issue of \$180,000 was voted for sixteen miles of paved streets which were completed in 1955. New street programs include paving of remaining unpaved streets.

Long Beach presents a small city of quiet and serenity, where great spreading magnolia and live oak trees hold branches across wide streets and flecking sunlight dances on paved areas below. There are no slum districts in this quality city. The homes are well kept and their owners delight in small but beautiful gardens whose year-round blooms offer riots of color and sweet scented southern breezes.

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MISSISSIPPI GULF MONITOR'S
MAP OF
LONG BEACH, MISS.
and surrounding area.

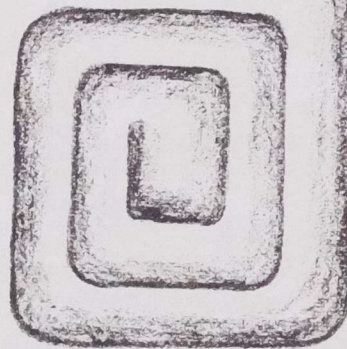
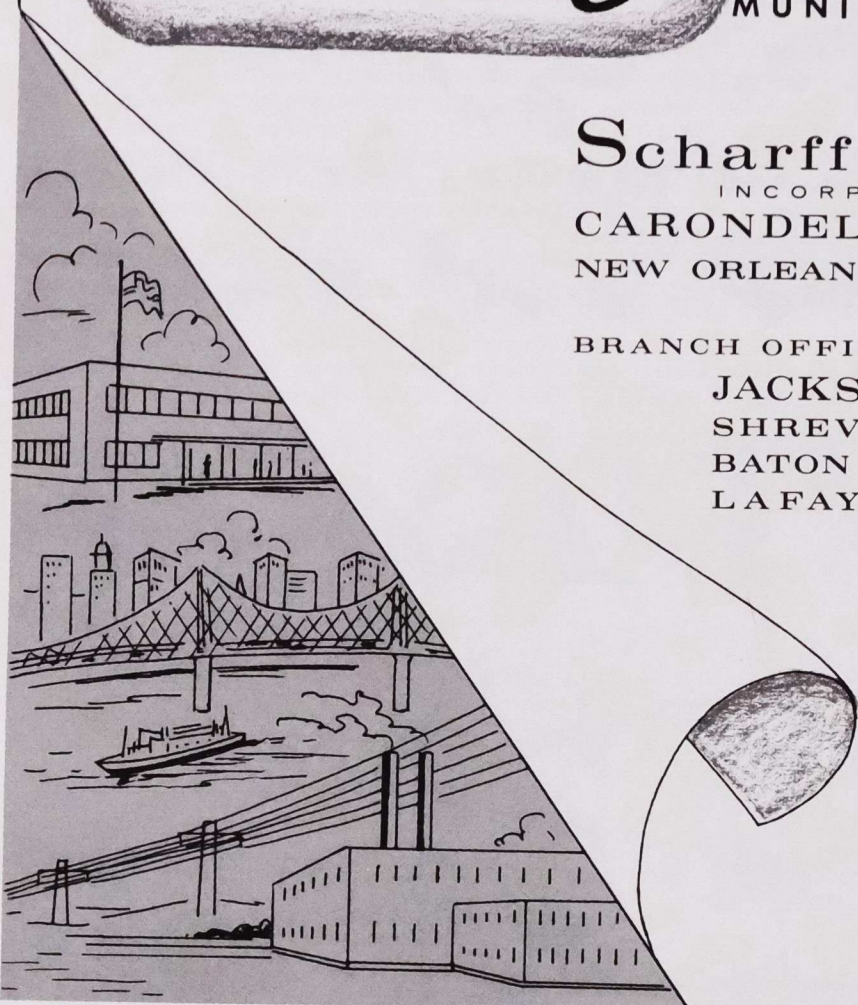
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Four-lane highway 90 follows the glistening white sand beach offering a beautiful seascape to the motorist from dawn till sunset. This view taken from Memorial Park at Pass Christian.



The harbor at Pass Christian is a colorful display of sailboats, schooners, and shrimp luggers at dock. It is a favorite haunt of artists who have recorded many scenes of this spot on canvas.

PASS CHRISTIAN

Elegant and fastidious, Pass Christian for many years enjoyed the reputation of being the exclusive social center of the Deep South during the warm season. Here mansions were built by wealthy Creoles from nearby New Orleans and by upstate planters. Parties were the way of life in the large and magnificent rooms and gardens of these resort estates. Today Pass Christian is still an elegant resort area, but in addition is developing other resources which are contributing greatly to the economy of the town.

The city is on U.S. Highway 90; sixty-five miles from New Orleans, Louisiana, to the west, eighty-five miles from Mobile, Alabama, and ten miles from Gulfport to the east. The 1950 census showed the population of Pass Christian to be 3,383; an estimated 1959 census shows 5,000.

Home of yachting in the South and one of the oldest yachting towns in America, Pass Christian has a fine small craft harbor, dredged to nine feet above mean low tide, equipped with launching ramps, hoists, berths for commercial, personal, and yacht club craft, and with water and gas available for all boats. It has been approved as the finest small craft harbor in the area by United States Engineers. In recent years, in addition to yachts and sailboats, the harbor docks a fleet of fishing vessels which bring products from the Gulf of Mexico for processing in plants located in the harbor area. Shrimp, (food) fish, crabs, and oysters are brought in large quantities for canning and shipping. One of the largest oyster reefs in the entire country is located offshore from Pass Christian.

The city is on the Intracoastal Water-

way System which connects it with deep water channels. It is on the main line of the Louisville and Nashville Railroad and is serviced by Greyhound and Inter-city Bus Lines. Six nationally known transfer companies operating out of nearby Gulfport offer additional fast motor freight transportation.

An aldermatic form of government represents the people with an elected mayor and board of four aldermen officiating. The city employs a chief of police and two policemen who operate with a radio-controlled patrol car. Fire protection is assured with a modern fire truck and two 500 gallon per minute pumers. A fire chief and three firemen are employed. There is in addition an organized volunteer fire department with a chief and twenty men who respond to every fire call. Water pressure is a normal forty pounds per square inch with three booster pumps in case of emergency.

Assessment of property is normally 25% of real value (homestead exemp-

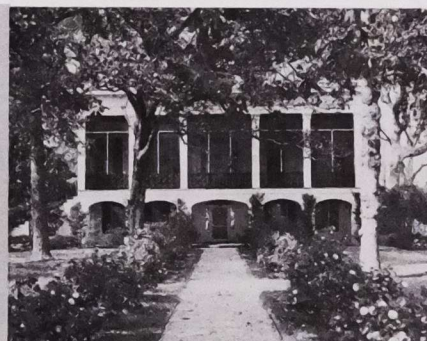
tion 15 mills). Assessed value of Pass Christian, including the Pass Christian Municipal Separate School District, is \$5,430,340; bonded indebtedness is \$289,000. Recent bond issues include \$50,000 for street improvement; \$40,000 general improvement; and \$10,000 water works improvements. Financial services are given the city by the Hancock Bank, whose five branches service Harrison and Hancock Counties.

The city offers fine public and parochial school systems. Enrollment in public schools shows 489 white and 344 Negro students. St. Joseph's Parochial School enrolls 214 white children and St. Philomena's, 188 Negro elementary pupils. The public high school and St. Joseph's school both have spacious, well equipped gymnasiums with a lighted football field at the high school.

Among the superior private schools of the coast, Kern's School, located in Pass Christian on the beach front, is coeducational with classes from kinder-



The dignity of this one hundred year old mansion attracts and impresses visitors to "the Pass". Federal officers were housed here during the Civil War.



Camellia bushes and magnolia trees line the walk leading to this elegant home accented by lacy ironwork. Owners are direct descendants of Henry Clay.



In a picturesque setting of moss-hung live oaks stands Trinity Episcopal Church, consecrated in 1851, it is the oldest church in Pass Christian.



Xavier Hall, the Jesuit Fathers' retreat house for men, was once a famous resort hotel known as "Grey Castle". It is an interesting example of American Victorian architecture.

34

garten through grade 12 and includes a naval training program and a summer camp. This modern progressive school has an enrollment of approximately one hundred students. Additions to the basic curriculum include courses in languages, music, industrial arts, and home economics. All major sports are maintained on a twelve-month basis.

Pass Christian has four churches for white congregations, with additional denominations in nearby vicinities, and five churches for Negro congregations.

Medical facilities include three physicians and two dentists locally, with access to Memorial Hospital in Gulfport and other medical and dental facilities in adjacent towns. Construction of a new medical clinic for Pass Christian will be underway before the end of 1959, approval for the clinic and financial support have been given by the Harrison County Board of Supervisors.

Recreational facilities are unlimited, with advantages of a 300-foot-wide white sand beach, six miles long, and

a Memorial Park with its broad beach frontage and two block depth playground equipment, barbecue pits, tables for picnicking under shade trees, rest rooms, Boy Scout House, two tennis courts, a baseball and softball diamond fully lighted for night games, and a six-foot-wide, 1340-foot-long public pier for crabbing, fishing, throwing cast nets, sun bathing, and swimming. A full-time recreational director plans and supervises youth programs during summer months and acts as athletic director during school terms. Sailing, participation in regattas, and various social programs are offered members of the Pass Christian Yacht Club during the entire twelve months of the year. The Pass Christian Isles Golf Club maintains an eighteen-hole course and attractive club house where members and visitors (for a green fee) may enjoy twelve months golfing and diversified social programs.

Pass Christian is the only city of this area or any close-by area to boast a polo club. Strings of thoroughbred ponies are stabled here, with games

played on scheduled dates. A fishing tournament is staged each summer with prizes given in ten categories. There is a good public library maintained by the city.

The town's largest single industry is the garment factory located on the beach front opposite city hall. Approximately 135 persons are employed here in the manufacture of men's shirts and other wearing apparel. Interested industrialists will find no difficulty in securing sites ideally adapted to the needs of various types of plants. Electric power, natural gas, water, and other needed facilities for operation are available. Partically all labor in this vicinity is native born. The workers, male and female, are energetic, dependable, and cooperative. Worker and management relations are excellent. Experience of industries operating in this area show local citizens are easily trained to handle any type of machinery with little supervision.

Housing presents no problem in charming Pass Christian. Large and small dwellings are available, and

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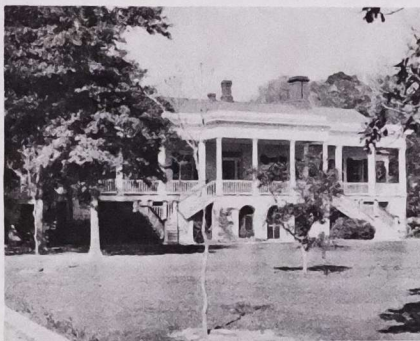
Ballymere, on Beach Drive, was built in 1839 and is the oldest home in Pass Christian. Hand-hewn timbers of native cypress were used in the construction.

several new residential developments were opened this year. Among the most beautiful of these are Beach Vista, a development of Dumas Milner and Associates, with fine modern homes set amid restful oak-shaded gardens, and swimming pool; and Lac Bleu, an exclusive residential development of unique and highly desirable property including a series of three artesian lakes, whose blue colored waters give name to the project. Circulation from one lake to another keeps the water practically one hundred per cent pure. White sand beaches are private to property owners, as are terraced park areas for children's playgrounds. Tall, aromatic pines offer shade and lend enchanting beauty to this idyllic location. Longer established but equally beautiful is the Pass Christian Isles Development by Wallace C. Walker and Bros., on the extreme west end of Pass Christian just at the Bay of

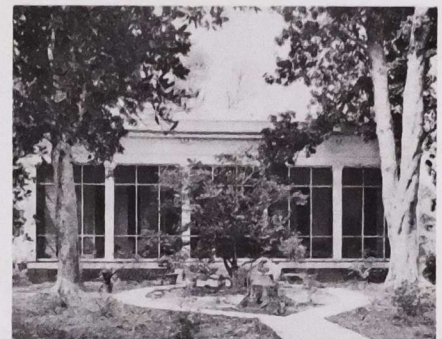
St. Louis bridge. A system of canals opened waterways to home sites and established means of entering boats directly into Bay St. Louis and the Gulf of Mexico. This large development contains both elaborate and modest dwellings, many of them facing directly on the bay with their own white sand beaches.

Visitors to Pass Christian will find many accommodations in luxury and moderately priced motor hotels, courts, and cottages. There are several excellent restaurants within the city limits. Conversion of the Old South Motor Lodge (formerly Miramar Hotel) into accommodations for retired persons was accomplished this summer.

Xavier Hall, operated by the Jesuit Order, is a retreat house for men. Located on the beach of Pass Christian, it is a show place of the city. Once a private residence, it was converted into a hotel and gained national recognition



This distinguished mansion on Beach Drive was the summer home of President Woodrow Wilson and is known as the Dixie White House.



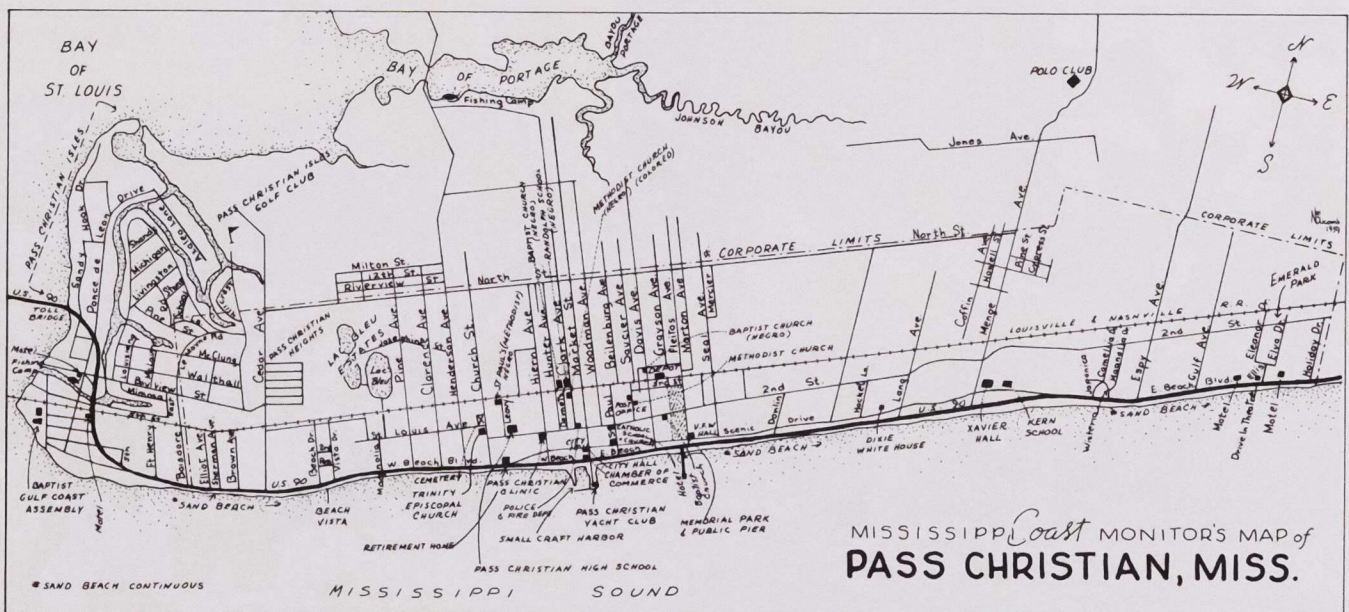
Home of Frances Parke Lewis Butler, grandniece of George Washington, till her death in 1875. Camellia and ivy in center of picture were brought from Mt. Vernon.

as Grey Castle, taking its name from its turreted type of construction.

Salt and fresh water fishing, water skiing, bathing, boating, horseback riding, game bird shooting, and hunting of other wild game in season, offer year-round sport and pleasure.

"The Pass", as it is affectionately known, is a friendly town whose people welcome visitors and newcomers who plan to create homes and establish business in the city.

A visit to Pass Christian is a must on the itinerary of all travelers to this section of the country. Visits can be made to the summer White House of Woodrow Wilson, to exquisite Trinity Church which is set amid huge moss-draped oaks with an ancient cemetery adjacent, and along delightful scenic drives where rivers and bayous meet the waters of Bay St. Louis and the Gulf of Mexico.

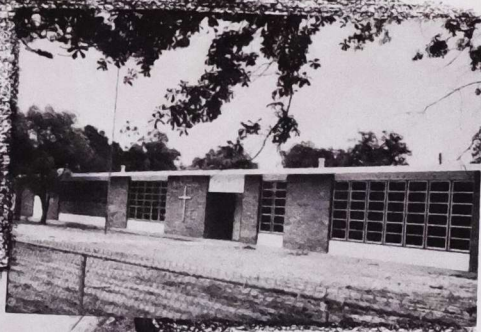


OUR TOWN IS GROWING

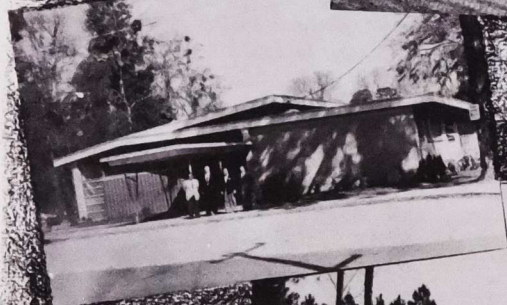
and so are We



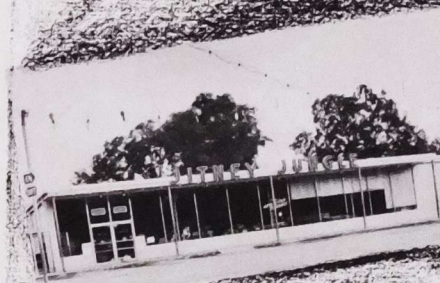
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Workers loading pulpwood at Kiln, Miss. The river is the Jourdan which is a navigable tidal stream reaching well into the interior of the county.

HANCOCK county •

Hancock County abounds in legends, having been the home of the mighty Choctaw, greatest of the Mississippi Indian tribes. Site of the modern city of Bay St. Louis was the Indian village of Chicapoula, first visited by the French explorer, de la Salle, in 1698 and established as a trading post in 1699 by Pierre le Moyne d'Iberville. The Bay of St. Louis was named by d'Iberville in honor of Louis IX, Saint King of France. The entire area, claimed for France by these early explorers, became part of the vast Louisiana Territory and has been under the flags of France, Spain, England, the Confederacy, and the United States. Pirates and buccaneers of the days of the Spanish Main made their ways to the shores of Hancock County, and legends of buried treasures are linked into its history.

Organized December 14, 1812, and named for John Hancock, Hancock County calls itself "The Western Gateway to the Mississippi Gulf Coast". It contains 485 square miles, or 310,400 acres with an assessed valuation of ap-

proximately \$10,000,000. Its boundaries are Pearl River on the west, Harrison County on the east, the Bay of St. Louis on the southeast, Pearl River County to the north and northwest, and the Gulf of Mexico on the south.

In addition to Pearl River, the county has Jourdan River, Bayou Caddy, and numerous other navigable streams which provide water transportation for many miles inland. The main line of the Louisville and Nashville Railroad crosses the southern end of the county and maintains regular freight and passenger service west, north, and east, with morning, afternoon, and evening schedules. Less than five miles from the northwest corner of the county, the Southern Railway has leading facilities at Picayune and Nicholson in Pearl River County. U. S. Highway 90 cuts across the southern part of Hancock and will be paralleled about six miles to the north by proposed U. S. Super-Highway 10. State highways branch off from U. S. 90 going north to Poplarville and northeast to Picayune, connecting at these points with other U. S.

highways. National and local truck lines traverse Hancock County giving through service to all important centers of the United States and to all deep water ports. Bay St. Louis has a designated air field for light planes, but no scheduled passenger service. Fifteen miles east, the city of Gulfport provides the nearest medium-sized passenger airport. The most important air service available is at Moisant International Airport, New Orleans, sixty miles west and easily accessible by train, car or bus.

Hancock County has neither radio nor television broadcasting stations but is serviced by radio from Picayune, Gulfport, Biloxi, New Orleans, and Mobile. Telecasts are received from New Orleans, Mobile, Pensacola, Jackson, and Baton Rouge. Southern Bell Telephone Company provides the county with both urban and rural lines. There are three locally published weekly newspapers, and daily papers are delivered from New Orleans and Gulfport.

Coast Electric Power Association provides rural electricity; Mississippi

37



Aerial view of the new Highway 90 bridge spanning the Bay of St. Louis. In the foreground is a portion of the city of Bay St. Louis.



Spanish Moss drapes gracefully from the live oaks which line the rivers and bayous of Hancock County. These quiet waters are ideal for boating and water skiing.



INDESCRIBABLE

Beauty

See hundred year old trees amid a wealth of natural beauty first glimpsed by John and Noel Jourdan, for whom our lovely river is named. Visit Darwood House with its fine collection of antiques. See the "Money Holes", made by seekers of the still unfound "Captain's Treasure". You'll marvel at the lily ponds and fountains, the profusion of shrubs and exotic blooms along the many pathways. All add a distinctive character to the fascinating charm of the existing exquisite natural beauty of this Dream Spot of the Jourdan.

DO NOT MISS THESE GARDENS

On highway 90 three miles west of Bay St. Louis, Miss.

Turn North and follow directional signs.

Darwood

ON THE
JOURDAN

GARDENS





Power Company, electric power for the cities of the coastal area. Natural gas is supplied by United Gas Corporation. Unlimited water supplies from underground sources include artesian wells, natural springs, and natural shallow underground reservoirs, all of excellent quality and extremely low in mineral content. There are also many fresh water streams and creeks.

The 1950 census shows the county's population at 11,891. Estimated 1958 figures were 13,000, with urban centers having 6,300 and suburban areas about 7,000 persons.

Timber is the primary natural resource of this county. Of its 310,400 acres, 249,300 or 80.3% are classified as timber lands. On this acreage there is a growing stock of 74,400,000 board feet—43,600,000 feet of softwood (pine), and 30,800,000 feet of hardwood. Standing timber is valued at 220,800,000 board feet (166,400,000 board feet of pine and 54,400,000 board feet of hardwood). The above figures are taken from the Forest Survey Release



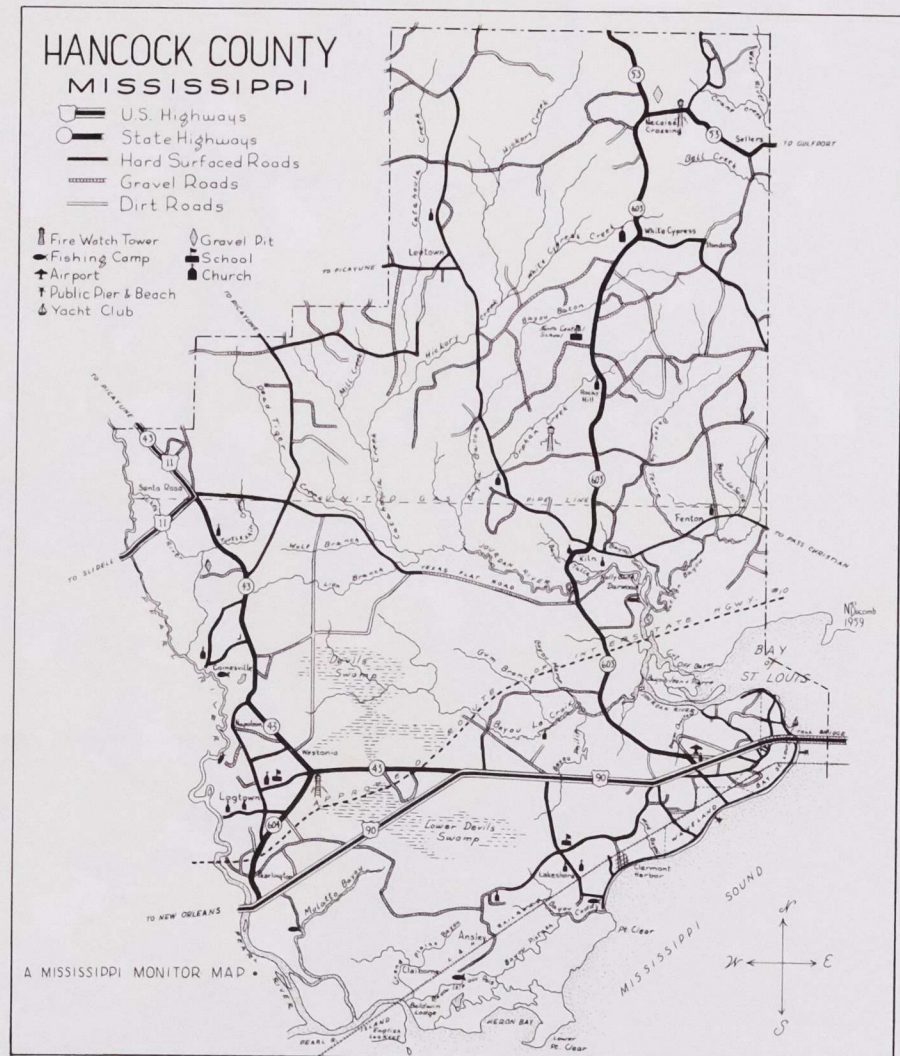
81 of the Southern Forest Experiment Station, Forest Services, U. S. Department of Agriculture. The following quotation from page 9 of the aforementioned bulletin will indicate the probable future of these lands.

"In 1948 sum timber growth for the entire state (Mississippi) totalled 110 ft. per acre in soft wood types and 92 board feet per acre in hardwood types. Current annual (1957) net growth is 154 board feet in soft wood types; 88 board feet in hardwood types. Management practices leading to better stocking and lower mortality will, of course, result in measurably higher increases. The possibilities in this respect are suggested by the increased growth in softwood types between surveys. It has been conservatively estimated that the potential growth of Mississippi forest lands is 400 board feet per acre annually." If only 300 board feet of growth is attained in Hancock County on its 249,300 acres of forest lands, there will be a total growth of approximately 75 million feet per year—



both pine and hardwood. At present prices this should be an annual dollar growth of approximately \$1,500,000.







The forests are presently producing about 45,000 cords of pulpwood annually. This yields about \$2,000,000
















TOWNS and CITIES

- County Seat 
POPULATION
25,000 - 
60,000
5 - 25,000 
1000 - 5000 
250 - 1000 
0 - 250 

MISSISSIPPI MONITOR'S MAP of COAST AREA

- | | | |
|---|--|---|
|  U. S. Highway |  4-lane U. S. Highway |  Paved Roads |
|  Miss.-La. State Highway |  Being 4-laned at present |  Other Roads - |
|  Alabama State Highway |  U. S. Highway | (Improved & unimproved) |
| |  State Highway | |

More Power to You



42



We invite your inquiries, whether it be for a bayou camp, residential construction or power for your plant. Give us the opportunity to **SERVE YOU!**

Yes

more power to you and for you, thanks to Coast Electric's more than 1750 miles of power lines throughout Hancock, Harrison and Pearl River Counties. Electric power where you want it, — on the bayou or down the lane, — dependable, economical electric power to enable you to **LIVE BETTER, — ELECTRICALLY!**

LIVE BETTER—ELECTRICALLY!

The most important cog of any industry is the employee. In Coast Electric's area the residents enjoy homes that provide contentment — all the conveniences of city living, but with the "living space" of the country. Since Coast Electric has completely electrified the area, it has become a place to love — not leave! In Hancock, Harrison and Pearl River Counties there is a labor potential composed of contented home owners — not cooped up renters looking for a chance to move.

COAST ELECTRIC means PROGRESS

Coast Electric means PROGRESS. Engineering and planning for the future go on constantly. Services for consumers, full cooperation with builders and an interest in the future of the area — these are part and parcel of Coast Electric's service. The Gulf Coast's **FIRST GOLD MEDALLION HOME** was sponsored by Coast Electric.

COAST ELECTRIC

POWER ASSOCIATION

"Owned by those it serves"



Sheep are countywide in a range type program generally raised in connection with tree farming. There are 10,000 sheep in small flocks providing a secondary income from the sale of wool during mid-July when monetary returns from other agricultural projects are generally down.

per year to timber owners and an additional \$300,000 to labor for producing and hauling. No exact figures are available for saw timber, poles, and piling, but it is believed the harvest totals in excess of \$100,000 per year.

Cattle breeding and dairying are proving to be the second economy of Hancock. Several important breeding farms have been established with principal herds consisting of registered Brahford, Brahman, Angus, and Polled and Horned Hereford. Dairy farms prosper in the northern section of the county. Nearby plants of large milk products companies collect and process their entire output. Truck crops form a major income for a small segment of county farmers and results in sizable income per capita, since their produce finds a ready market. The mild climate results in a year round growing season. Poultry and hog raising provide good incomes for many families, and tung orchards and rice plantations are op-

erating with success. Pecan crops are a secondary source of income for many residents.

Unique to Hancock is the praline industry. Concentrated along Highway 90, on a strip known as "The Sweetest Mile in the World", are dozens of small shops where pecan candies are made fresh daily and sold to motorists or shipped to all parts of the globe. The Creole praline, a confection made of pecans and sugar, is the featured candy of this area and has become world famous as a Southern delicacy.

Gracing the area are two beautiful commercial gardens—Darwood on the Jourdan and Holly Bluff. Nationally known and visited annually by travelers from all parts of the country, these two large gardens are most famous for their thousands of varieties of camelias, azaleas, dogwood, and many other flowering shrubs and rare plants. Both are located on bluffs of Jourdan River near Bay St. Louis and are reached by traveling on Highway 90 to where Kiln Road intersects (west of Bay St. Louis), then north eight miles. They are opened year-round to visitors at a small fee.

Bay St. Louis, county seat and largest urban community of the county, lies in the southeast section, as does Waveland, well known as a vacation paradise. Due to strategic location and excellent commuting facilities these two cities are a mecca for New Orleans suburbanites. Since they are only fifty-eight miles from New Orleans by highway and forty-eight miles by train, commuting is easy. Greyhound Bus lines and L & N Railroad provide commuter service with special rates available. Many commuters pool automo-



Most farms have pecan groves in conjunction with other crops or pastures. Each year tons of these edible nuts are shipped from the area. The famous Praline Makers of Bay St. Louis selected the locale because of the availability of this essential ingredient.

bile facilities, driving to and from the city to daily work.

Unincorporated communities include Clermont Harbor, Lakeshore, and Ansley in the extreme south on the Gulf of Mexico; Pearlinton, Logtown, and Santa Rosa in the west; Fenton in the east; and Kiln, which is centrally located.

There are a number of new residential developments under construction in the county. Waterfront lots are being offered on many of these sites.

New Orleanians as well as upstate Mississippians maintain summer homes throughout Hancock County. It is estimated that revenue derived from the vacation business of the area runs into millions of dollars annually.

Petroleum and natural gas are fast becoming an economic factor. The Ansley Field was opened in 1954-55 with its first producing well completed at that time. The field now has five producing wells with a monthly pro-

C. C. McDonald Jr.

GENERAL CONTRACTOR

- The Medallion Home is one of the many quality homes we have recently completed.

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■ CARPETING

"Modern Ideas
in Materials"

**COMPLETE LINE
OF BUILDING
SUPPLIES**



First oil well in Hancock County—brought in December, 1955. White appearance of pipe leading from well is due to frost resulting from high pressure gas.

duction of 5,435 barrels of oil condensate and 144,804,000 cubic feet of gas. Exploration is continually being carried on. The United Gas Corporation and the Tennessee Gas Transmission Company maintain pipelines through the county.

Some of the finest fishing grounds in the world surround and are contained within Hancock County. Shrimp, oysters, and edible fish of both salt and fresh water varieties are obtainable in abundance. Boat rentals and launching facilities are available at many

spots, and overnight accommodations are offered at commercial fishing camps on Jourdan River, Pearl River, Mulatto Bayou, and at Ansley. An exciting and unusual sport is gigging, or floundering at night with the aid of torchlight. Soft shell crabbing is another night time favorite among sportsmen. Sand beaches at Bay St. Louis and Waveland, furnished with playground equipment, piers, and other facilities, attract many visitors.

The county is governed by a Board of Supervisors, elected at four-year intervals. Seawall protection, county roads, county-owned buildings, Public Health Service, and County Agent and Home Demonstration work are all services of this governing body.

Recent construction (by the county) includes the North Central High School, located north of Kiln. This consolidated school with its modern buildings, transportation facilities, and qualified faculty has greatly relieved the overcrowded Bay St. Louis High School. Under construction at this time is a thirty-bed hospital. This building will be located in Bay St. Louis about one-half mile from Highway 90. It is easily accessible from all areas of the county. Completion of



Here is a proud exhibit by three happy fishermen. Speckled trout, croakers, redfish, sheepshead, and flounder are year-round salt water catches.

this project should be in the spring of 1960. Located on the same grounds, to the rear of the hospital, is the County Home for the Aged, completed in 1958.

Many beautiful scenic drives may be taken in Hancock County, as changes of scenery are numerous. Drives along the open waters of the Gulf of Mexico and the Bay of St. Louis following the seawall north and south provide pleasant jaunts, while in the northern areas of the county Mississippi Highway 43 toward Picayune, Kiln Highway, and

Western Gateway to the Gulf Coast

Small business and industry can locate to advantage in this fast growing county with a busy prosperous population in both rural and town areas. For your leisure — fish, hunt, sail, swim, or explore our countryside with its many produce and dairy farms, tung and pecan groves, cattle ranches, acres of pine forests, and new found oil and gas wells. See for yourself the opportunity that awaits you.

IDEAL
for vacation land
or town or rural residence

extending hospitality
and offering
opportunity

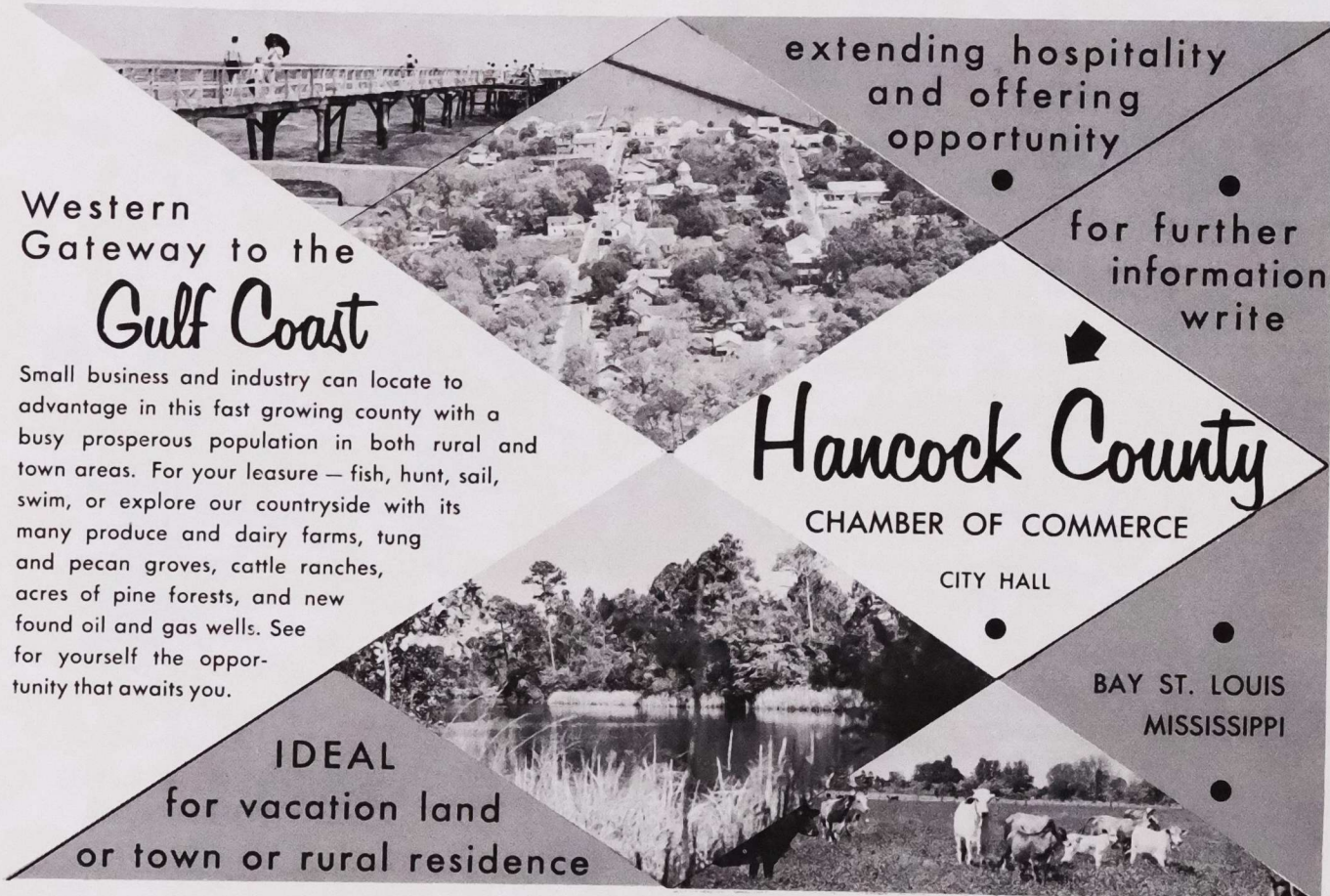
for further
information
write

Hancock County

CHAMBER OF COMMERCE

CITY HALL

BAY ST. LOUIS
MISSISSIPPI





A view of Sandy Creek at east-west Kiln (county) road. One of the many beautiful streams crossed by this most scenic drive.



Pine trees, backbone of the economy of Hancock County, line a county road—one of the many which offer pleasant drives for residents and visitors.



A view of the lagoon and rustic bridge at Holly Bluff Gardens with Jourdan River in the background. These gardens are at their best in early spring.

State Highway 603 toward Poplarville, or State Highway 53 in the northeast corner wind through many miles of forest and rolling farm and pasture land. A recently surfaced excellent county road (east to west—through Kiln) offers particularly beautiful rural scenery as it crosses numerous white sand creeks bordered with red bluffs or tree covered slopes showing in spring masses of blooming dogwood.

The climate is mild with approximately 350 frost-free days annually. Temperature averages 68 degrees with

a 62" annual rainfall. Elevations range from 10 to 28 feet above sea level. The highest land on the Gulf Coast between Brownsville, Texas, and Pensacola, Florida, is found in the southeast part of this county.

County taxes are 30 mills within Bay St. Louis city limits, 59 mills in Districts 1-2-3-5, and 65 mills in District 4. County homestead exemption is 11½ mills. Bonded indebtedness of the county is \$544,500. Total assessed value of real property is \$10,000,000—assessed value normally 20% of real value.

Here is a superior location for small business, farming, timber interests, retired and semi-retired persons, commuters, vacationers, and tourists. Living costs are moderate, construction costs are reasonable. Surveys are being made of the county with a view to industrial potentials. Climate, water, transportation, plentiful labor easily trained, and accessibility to large port cities all offer untold possibilities for the future of Hancock County.

DEPENDABLE SERVICE

TO THE PEOPLE OF HANCOCK COUNTY
SINCE 1931

GOOD GULF PRODUCTS

DAY OR NIGHT •WRECKER SERVICE•

PHONE HO 7-4081

PORTER'S PONTIAC SERVICE

ULMAN AVE. NEAR BEACH

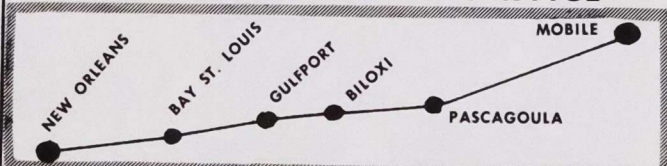
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DIRECT OVERNIGHT FREIGHT SERVICE



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BAY ST. LOUIS

With a history dating back more than 250 years, Bay St. Louis, seat of Hancock County, celebrated its Centennial of incorporation in 1958. This colorful city on the western shores of the Bay of St. Louis, from which it takes its name, was first known as Chicapoula, a Choctaw Indian village; later renamed Shieldsboro, it still later changed its name to Bay St. Louis.

The city is on the main line of the Louisville and Nashville Railroad, forty-eight miles from New Orleans by rail and is bisected by U.S. Highway 90. Scenic Jourdan River empties into the bay at the north end of the city, and motorists cross the bay on the recently constructed \$9,000,000 highway Bay Bridge. National and local truck lines haul freight to and from Bay St. Louis to all parts of the country, with the city a terminus for the Gulf Coast Express Company.

There is an approximate 12% population increase over the last eight years (1950 census shows 4,621; estimated 1958 census—5,220).

Built on gently rolling ground, the city is above sea level from ten feet to twenty-four feet. Concrete and steel-reinforced seawalls give protection from gulf storms. A white sand beach with



City Hall of Bay St. Louis, Miss. This attractive structure is located in the center of town and is surrounded by a park shaded by giant moss-draped live oaks.

playground equipment and municipal pier, lighted for night use, provide relaxation and attraction for visitors and residents. Other recreational facilities include six playgrounds, tennis courts, and a soft ball park for senior and little leagues; all of these are main-

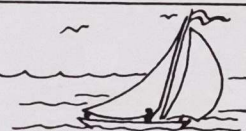


All through the summer months skippers and skipperettes sail the waters of the bay and white sails under sunny skies present an attractive, ever-changing picture.

tained and supervised by the City Parks and Playgrounds Commission.

In Bay St. Louis public and private school systems are excellent. St. Stanislaus, a boarding and day school for grammar and high school boys, is owned and operated by the Brothers of

THE IDEAL PLACE TO LIVE



Healthful Climate

Bracing salt air and the scent of pines enhance our year round mild climate. Sparkling, pure, deep artesian wells provide safe, healthful drinking water.

YEAR ROUND TEMPERATURE 70 DEGREES

MODERN RESIDENTIAL AREAS • CHARMING ANTE BELLUM HOMES

Excellent Public and Private Schools

Interesting Activities

LITTLE THEATRE • YACHT CLUB • GOLF CLUB
GARDEN CLUB • CIVIC CLUBS • SPORTSMAN'S CLUB
RIDING STABLES • AIRPORT FACILITIES • SCENIC DRIVES

Only 50 Minutes Drive to New Orleans

BAY ST. LOUIS

MISSISSIPPI

"The Western Gateway City
to the Fabulous Gulf Coast"



St. Stanislaus College for boys on the shores of the Bay of St. Louis was established in September, 1854. It is also a favorite boys' summer camp of the area and has an excellent sports program year-round. The school stresses character building and has a high scholastic rating.

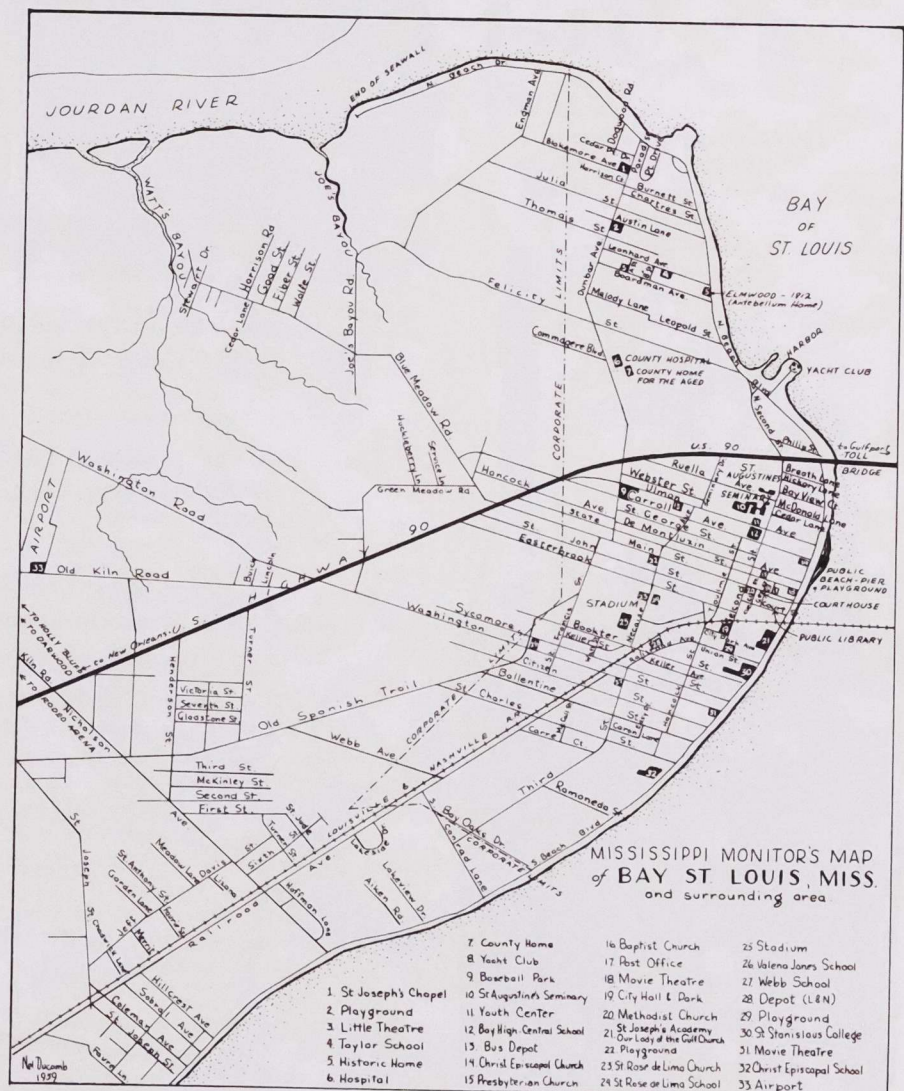
the Sacred Heart Order and has been established for more than one hundred years. St. Joseph's Academy, a Catholic grammar and high school, offers boarding and day school for girls and is another institution in operation for more than a century. Students from many Latin American countries attend these two schools. An highly accredited elementary and junior high day school is owned and maintained by Christ Episcopal Church. St. Rose de Lima, a parochial grammar and high school for Negro students, is staffed with European nuns and is another institution of learning which has passed the century mark in this educationally minded city. Under the jurisdiction of the public school system are two primary schools, Webb and Taylor, Central Elementary school and Bay High school for white students, and the large Valena Jones school, with grades from one through twelve, for Negro students. The total enrollment of all schools in the public system is 1083 white students and 474 Negroes. The Bay St. Louis Municipal Separate School District, which includes Waveland, Edwardsville, and adjacent outside territory, brings additional real value and higher assessment for the city.

St. Augustine's Seminary, located on ninety-seven acres of land in the heart of Bay St. Louis, is one of two major seminaries for Negroes in the United States. Its fine buildings and carefully planned and tended gardens have gained fame throughout the country and attract many visitors annually. Exquisite, hand carved wood statues in its chapel were done by Swiss artists on

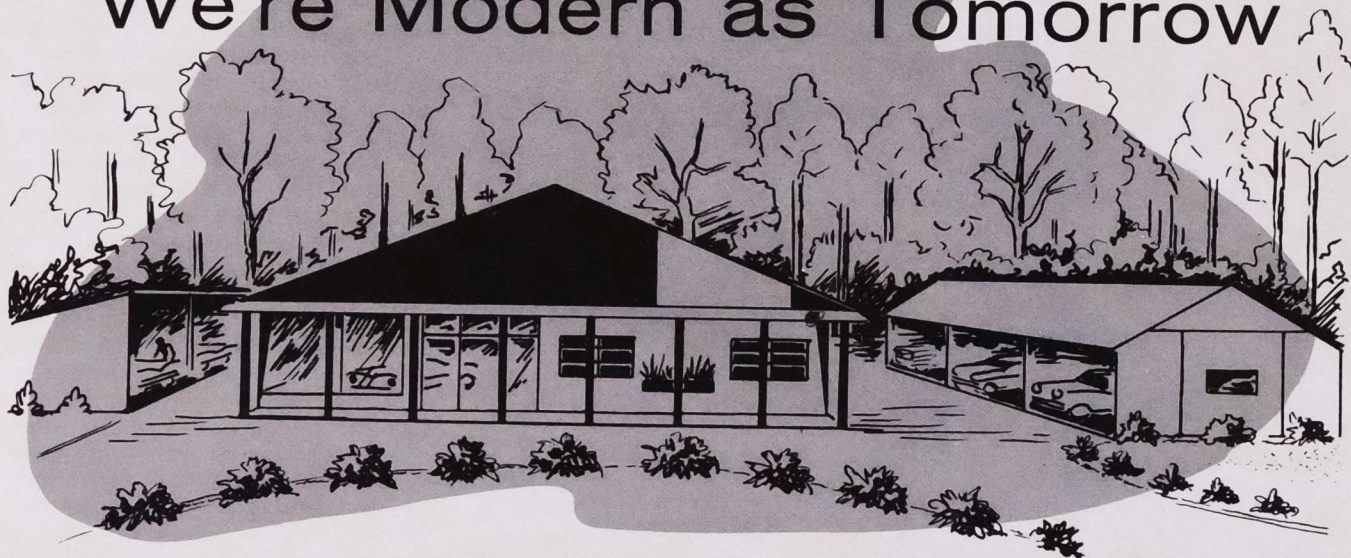
special consignment and have been photographed many times and pictured in newspapers and magazines nationally. High dignitaries of the Roman Catholic Church are frequent visitors to St. Augustine's.

Six denominations have churches in Bay St. Louis for white congregations, including Roman Catholic, Methodist, Baptist, Episcopal, Presbyterian, and Lutheran, while Negro churches include Roman Catholic, Baptist, and Methodist.

The city operates under a charter code with a commission form of government; a mayor and two commissioners are elected at four-year intervals. Police protection is provided by a paid force of four officers and a chief, who patrol the city day and night in two radio-equipped cars. A paid fire force of three men work eight-hour shifts daily, with an additional twelve-man volunteer crew on call. Equipment consists of one 750 gallons per minute pumper, one portable 500 gallons per



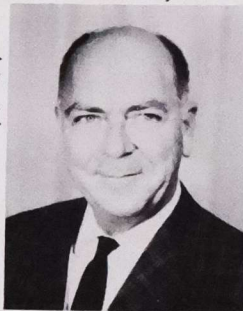
We're Modern as Tomorrow



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HIGHWAY 90 IN BAY ST. LOUIS, MISS.

48



Mr. Arthur Tipping

See our complete line
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Newest

auto showroom on the coast. Designed and planned to better serve the traveling public.

Complete

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Service

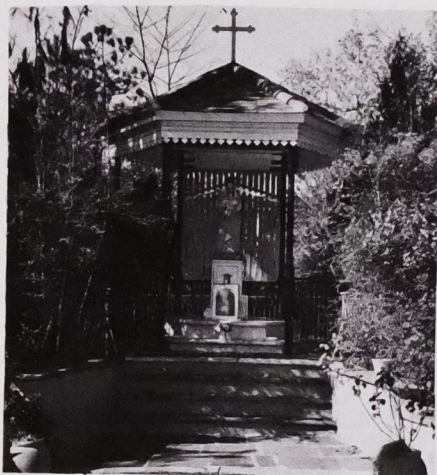
is our by word. During our eight years in Hancock County we sold more cars and trucks each year than any other dealer in the area. With our new facilities we are completely prepared to continue our leadership.

Guaranteed



Used Cars

A complete line of OK used cars and trucks — all thoroughly reconditioned. An OK deal is a better deal!



This shrine of the Virgin at St. Joseph's Academy was donated by a grateful priest who promised the shrine if his life and ship were spared during a tremendous storm at sea. Upon his safe return he constructed the shrine which has stood for over 100 years.

minute pumper and one 500 gallons per minute fire truck, with water pressure a normal forty to sixty pounds per square inch. The city owns its water and gas systems, with natural gas purchased from the United Gas Corporation and water supplied from seven artesian wells, with a 750 gallons per minute centrifugal pump from a 400,000 gallon reservoir into city mains, and a 75,000 gallon elevated storage tank. Electric power is supplied by the Mississippi Power Company.

Financial conditions are extremely healthy in Bay St. Louis, with assessed valuation on real property of \$8,500,000, including the Bay St. Louis Municipal Separate School District; bonded indebtedness is \$165,000, and assessed valuation of real property approximately 20% of true real value.

Seven physicians, three dentists, one optometrist, and one chiropractor serve Bay St. Louis. There is a fifteen-bed hospital presently in operation, with a thirty-bed county and federal hospital under construction (completion date 1960). Other recent and planned construction in the city includes a sixteen classroom addition to Central School, an addition to the Negro school, and a lunch room for the Waveland school. The city recently spent \$60,000 replacing and repairing gas mains, and eighteen miles of streets are being hard-surfaced. An increase of 25% in retail sales for the first six months of 1959 over the same period of time in 1958 is reported by the city. Postal receipts have increased from \$46,704.54 in 1950 to \$85,072.47 in 1958, and the Postmaster states that the

first six months of 1959 showed sales of \$42,384.92 in postage, with the heaviest use of the mails to come during the last six months of the year.

The community is served financially by two banks, the Merchants Bank and Trust Company and the Hancock Bank (mother of the five branches which constitute the largest banking house of the Mississippi Gulf Coast area); total deposits of these two banks are in excess of \$32 million.

A number of small industries such as boat building, lumber processing, printing, construction, industrial electric panels, etc., and successful retail and wholesale establishments are located within the city.

The City-County Memorial Library, exceptionally well stocked and open six days a week, is centrally located as is an excellent youth center which has supervised entertainment for teenagers. Three newspapers, the Sea Coast Echo,



St. Augustine's Seminary, conducted by the Divine Word Missionaries—the South's first seminary to welcome colored vocations. Its collection of fine wood carvings and beautiful camellia gardens attract many visitors.

the Hancock County Eagle, and the Light, are published weekly.

The city has a fine yacht club with a small craft harbor, and its members participate in regattas and boating events of the Gulf Coast area. The club is used year-round for parties, dining, and dancing. Golf is enjoyed on the excellent greens of the Pass Christian Isles Golf Course, which is located about two miles across the Bay Bridge (membership and daily green fee). There is an active Little Theatre membership, owning its playhouse, where members and public view quality presentations of legitimate stage productions. The Lazy Y Riding Stables and rodeo arena are located just outside the city limits. Salt and fresh water fishing may be enjoyed at all seasons of the year.

Motel accommodations and trailer parks are available on Highway 90 at reasonable rates. Good restaurants may

be found on the highway and within the city limits. A convalescent and retirement home is located on a high bluff overlooking the Bay in the center of town and has a complete medical staff in attendance.

Carnival ball and Mardi Gras parades are featured annually in this gay and effervescent little city with its French, Spanish, and Creole background. Among the homes are many fine examples of architecture which denote the influence of the various nations which have peopled the area. Many of the older homes date back well over a century, and in the newer sections homes as modern as tomorrow grace the tree-lined streets. Small and large gardens, many of them featured on the annual Gulf Coast Garden Pilgrimage, add color with year-round blooming flowers, while giant moss-draped live oaks, and flowering magnolia and mimosa trees provide shade.

Bay St. Louis is a choice city in which to rear children, with its excellent schools, moderate living costs, year-round mild climate, churches with activities for youth, and nearness to large metropolitan centers. All offer inducements worthy of consideration. It is one of the finest locations for retired and semi-retired families, featuring all of the easiness of living to be found in "small town U.S.A.", plus proximity to large cities (New Orleans to the west, Gulfport, Biloxi, and Mobile to the east, where cultural and other advantages may be had with very few travel miles. The people of Bay St. Louis take pride in extending traditional southern hospitality to visitors and new residents in their city.

An impressive statue of Louis IX, King of France, Crusader, and Saint for whom the city and Bay of Saint Louis were named, stands amid the flowers of Holly Bluff. This figure in Italian marble was brought from Rigny, France by the owners of these famous gardens.



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is ideal. Average temperature — a delightful 68 degrees with 350 frost-free days annually.

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take your pick — rustic, modern or traditional, all seem to fit just right among the pines.

Recreation

for everyone. Swimming, sailing, fishing, Yacht Club, Little Theatre, or just lying in a hammock.

50

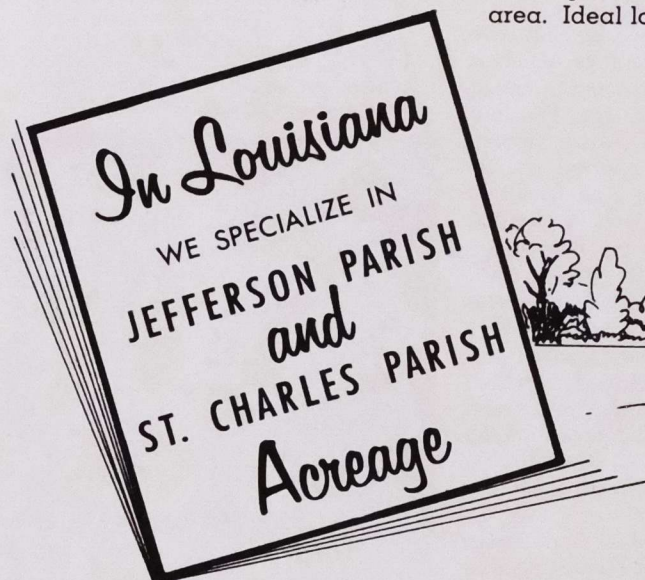
DEVELOPER OF



MELODY LANE in Bay St. Louis — a lovely wide boulevard planted with palms and Crepe Myrtle offering choice home building sites. Lots are spacious and reasonably priced. Near Yacht Club and Little Theatre, one of the town's most desirable neighborhoods.



PINE VILLAGE in Waveland — Fifteen acres of cleared lots with wide streets and good drainage, shaded by stately pines and near schools and shopping area. Ideal location for those desiring moderately priced building sites.



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Pirate House at Waveland, Miss., is so called because Jean Lafitte is said to have lived there. It was built in 1802 by a gentleman pirate, a privateer, who was descended from the King of Sweden.



Piers, like the one pictured here, jut into the water in front of homes along the shore at Waveland and Bay St. Louis. Small nets lowered from the sides provide families with bountiful catches of crabs.

WAVELAND

Five miles south of Bay St. Louis, the town of Waveland faces the open waters of the Gulf of Mexico and is a vacation paradise for family groups. Incorporated March 6, 1888, operating under private charter, the town is governed by a mayor and board of aldermen elected every two years.

For many years Waveland was considered primarily a vacation resort for New Orleans families, who owned or rented cottages for the warm season. During the winter months resident population was sparse, but weekends and holidays saw homes opened and families flocking from the city to enjoy the relaxing pleasure offered by this small holiday center. In more recent years, however, probably due to its nearness to New Orleans (about 50 miles by car and 45 miles by train), Waveland has enjoyed a rapid gain in permanent residents (1950 census 793-1958 estimated census 1300). Bathing, fishing, swimming, crabbing, and sunning on piers which jut into the Gulf constitute wholesome enjoyment which brings

Town Hall at Waveland—community gathering place. Offices of city utilities are located here.



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The Little Theatre of Bay St. Louis presents play throughout the year at regular intervals and viewers come from all neighboring areas attracted by the excellent quality of the performances.



The Bay-Waveland Yacht Club is a favorite gathering place of young and old. Built on a point of land jutting into the bay it offers cool breezes and a magnificent view in addition to its harbor facilities.

families together as units. The area is safe for small children; tourists do not usually visit this resort, since there are few accommodations for them and most of the populace are known to each other.

The influx of permanent residents to the town necessitated establishment of retail businesses of various types. Today small business flourishes in this prosperous little community, and several industries have found the area to be ideally suited to particular needs, two examples being Mestayer Lumber Company and Markel Industries. The latter manufactures aluminum windows and doors of all types, and both are expansions of New Orleans industries.

Waveland is on the main line of the Louisville and Nashville Railroad. U. S. Highway 90 runs parallel to the town about one mile north, with several branch roads leading directly into town. Major and local truck lines offer Waveland and Bay St. Louis similar services of pick-up and delivery to all parts of the country. Commuter trains stop at Waveland to board and discharge passengers, and Greyhound buses traveling east and west stop at several designated spots along Highway 90 in the Waveland area.

Police protection is provided by a town marshal and sheriff's deputies. There is a volunteer fire department with the city owning and maintaining

a 600 gallon per minute pumper. Water and gas plants are municipally owned enterprises, with 890 water customers and 675 gas customers being served at present. Financial services are offered by the two Bay St. Louis banks.

Waveland has one public elementary school, which is included in the Bay St. Louis Municipal Separate School District. Roman Catholic, Methodist, and Baptist Churches serve white congregations of Waveland. Several churches of various Protestant denominations house Negro congregations.

The town maintains a public sand beach and municipal pier where parents and children enjoy sun and surf. Fishing, crabbing, and shrimping are

Hancock County Airport for light planes is situated four miles north of both Bay St. Louis and Waveland just off State 603 near intersection with U. S. 90.

The Bay St. Louis Youth Center is a favorite gathering place for teenagers in the Bay-Waveland area. There is planned entertainment year-round and all activities are chaperoned.



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Bayou Caddy, the western terminus of Hancock County's coastline drive, is a favorite spot for fishermen. Launching facilities and boat repair, rental boats and bait, are available at all times. Charter boats for deep sea fishing leave from this point.

Below:—

A yearly camellia show, sponsored by the Bay-Waveland Garden Club, is held in the spring and both amateur and professional growers exhibit. Exceptional specimens are grown in Hancock County and the show attracts camellia enthusiasts for many miles around.

54

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Mardi Gras is a yearly event unique to the Gulf Coast. Parades are held on Shrove Tuesday and in the Bay-Waveland area a gala ball is presented on the preceding Friday. A king and queen preside over the festivities.

prime sports of the area, where plentiful catches are assured at practically all times. In season game birds swarm nearby marshes, making them a hunters' paradise.

Extensive real estate developments have provided needed homes for the rapidly expanding population of the town. There are many desirable sites on the market. Construction costs are moderate and labor available. Waveland boasts many fine homes, both ante-bellum and ultra modern, and there are spacious gardens which are show spots of the vicinity. Residents of Waveland enjoy membership in the Bay-Waveland Yacht Club, the Pass Christian Isles Golf Club, and other joint pleasure and civic groups which draw membership from the two communities.

It is a warm, generous, neighborly little town, whose people are eager to welcome newcomers into the fold, and where recent arrivals soon feel they have belonged indefinitely.



On Mardi Gras Day, after the parade, a children's ball is held with two of the younger generation selected as junior royalty. There is general masking and celebrating until midnight when the Lenten Season begins.

Below:—

Hemerocallis, or Daylilies, make a spectacular showing in the Waveland gardens of Dr. Walter Hava, a well-known hybridizer of these exotic blooms. His famous gardens are visited by club groups and growers from all over the United States.



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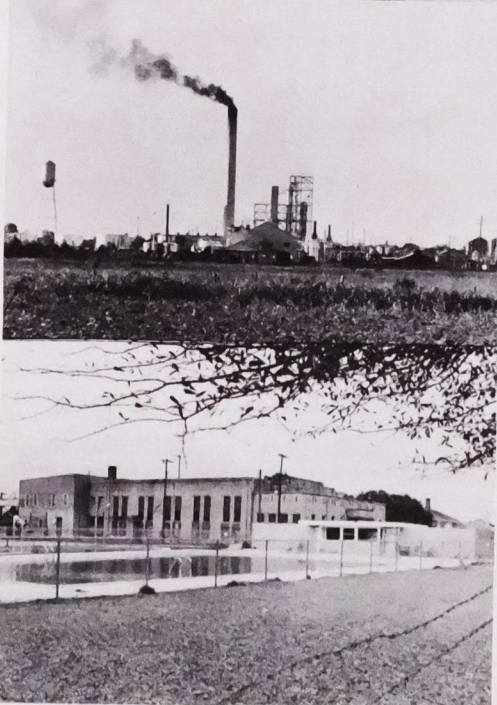
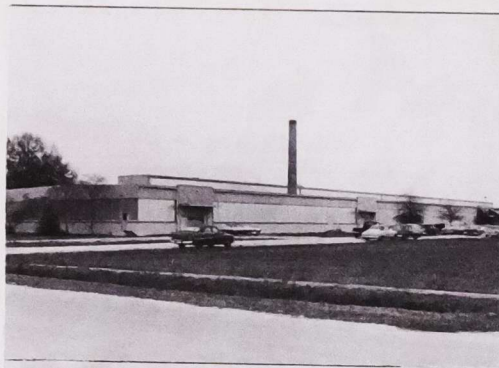
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In the spring, a never-to-be-forgotten sight is thousands of blossoming tung trees in the orchards that line the highways of Pearl River County.

PEARL RIVER county •

Pearl River County, a region rightly described "as above all others the Garden Spot of the World" . . . is bounded on the west by Louisiana, with the Pearl River the dividing line between the two states at this point, on the east by Stone and Forrest Counties, on the south by Hancock, and on the north by Lamar and Marion. Organized in 1890 from sections of Marion and Hancock, the county contains 828 square miles consisting mainly of rolling land reaching elevations of 313 feet above sea level. The southern part of the county, less than twenty-five miles from the Gulf of Mexico, benefits by cooling breezes, yet is completely protected from flood and storm hazards.

Ninety-nine per cent of its population is native-born and a 1959 estimated census places the population at 22,500, an increase of approximately 1,859 over the 1950 census of 20,641. There are two incorporated cities in the county, Picayune, with a population in excess of 10,000, one of the

fastest developing industrial centers of the state, and Poplarville, county seat, also alerted to industry. A number of small unincorporated communities include Hillsdale, Orvisburg, Millard, Derby, McNeill, Carriere, Rowlands, Barth, Goodyear, Crossroads, Nicholson, and Caesar. A mild year-round temperate climate is enjoyed with July averages at 81.3 degrees and January averages at 53.9 degrees. Average annual rainfall is 62.5 inches, and the average annual number of frost-free days is 265.

First-rate highways transverse the county. U. S. Highway 11 and Mississippi State Highways 26, 43, and 53 are interlaced by many hard-surfaced roads. From the western section of Pearl River County, New Orleans may be reached in less than an hour, with a thirty-minute drive from the southern part of the Gulf Coast. From the central area, Hattiesburg and Gulfport may each be reached in approximately one hour of driving time.

The county is serviced by the Southern Railway Company, running from New Orleans, Louisiana, to Birmingham, Alabama, and points east and northeast, giving passenger and freight accommodations at Picayune and Poplarville. The Pearl River Valley Railroad, a locally owned short line, operates from Picayune and offers sidings placed for industry. Greyhound Bus Lines provide daily regular schedules. Major truck lines give pick-up and delivery service, with several locally owned lines having terminals in Picayune and Poplarville. Shipping facilities are available from the nearby deep water ports of New Orleans and Gulfport. There is an airport for light planes at Picayune, and accommodations for commercial air travel may be obtained at the Gulfport Airport or at Moisant International Airport in New Orleans.

Municipal and industrial electric power is supplied by the Mississippi Power Company, with rural electricity

57



Cattle and tung in combination, provide a highly successful agricultural economy for Pearl River County. Ranches and farms range from less than 100 to more than 8000 acres.



Balancing the agricultural program with competent industrial planning is evidenced by this newly developed Industrial Park at Picayune.



Closeup of tung nuts and blossoms. The Chinese named the tree "Tung" meaning heart, because of its heart shaped leaves.

secured from the Coast Electric Power Association whose headquarters are in Hancock County, and the Pearl River Valley Electric Power Association with headquarters in Marion County. Natural gas for urban and commercial use is provided by United Gas Corporation with many companies selling liquid gas for suburban areas. Plentiful supplies of fresh surface water are assured from the many rivers, streams, bayous and creeks in the area, with an abundance of pure subsurface water readily available from free flowing deep artesian wells.

The Southern Bell Company provides telephone communication lines throughout the county. Weekly newspapers are published in Picayune and Poplarville, and newspapers from Gulfport, Hattiesburg and New Orleans are delivered daily. The 5000 watt radio sta-

tion located in Picayune is the most powerful in south Mississippi. Telecasts for the area are received from New Orleans, Baton Rouge, Hattiesburg and Jackson.

Pearl River County is recognized as the "Tung Center of the World," with Poplarville the home of the American Tung Association. In 1925 the first successful commercial plantings of Tung trees were made in the United States. It was discovered that the trees did well in a narrow strip across the south from Florida to Texas. The first harvest from these plantings was gathered in 1932, yielding 120,000 pounds of oil. Since then production has increased over three hundred times that amount. This relatively new American industry is as old as China where the Tung tree originated and where the oil from the nut was extracted and utilized.

Marco Polo, recording his exploits in China in the 13th century, was the first to inform the western world of tung oil and its varied uses by the Chinese, some of which included waterproof coatings for masonry, wood, metals, receptacles for liquids, umbrellas, paper, shoes, cloth and clothing, and in crude grades used for roof coatings and for sealing the famous Chinese junks. In this country tung oil became so vital to national defense, that during World War II, the entire American output was taken over for military use. No other drying oil offers as much protection to ammunition, airplane parts, engines, and other military equipment requiring waterproofing. In commercial ventures paint manufacturers are the greatest users of tung oil; however, it plays an important role in the production of automobile gaskets, brake lining, electric insulation, wallboards, wall-covering, printing inks, synthetic fabrics, artificial leather, food and beverage can linings, shower curtains, oil cloth, floor coverings, tank-truck linings, and railroad tank-car linings, with continuing research constantly finding new jobs for this amazing oil—with its amazingly lasting qualities.

Mississippi leads the nation in Tung production, and Pearl River leads all other counties in the state, having more than 50,000 of its acres planted in Tung orchards. The Tung tree is highly ornamental with broad, dark-green heart shaped leaves which cover branches with such density as to create a twilight effect, even at blazing noon-time, in the alleys of the orchards. During blooming season, the spring of the year (March and April), blossoms literally cover the trees with few, if any,

Pearl River Junior College at Poplarville.



Pearl River County Court House at Poplarville.



leaves visible. Tung country, at this season of the year, is a breathtaking sight. From hilltops, as far as one can see, stretch thousands of acres of fragile pink and white blossoms creating an unequalled vision of loveliness.

In addition to Tung, forest products provide a great portion of the income of the county, as fifty per cent of the land is in timber. The county is basically agricultural with much of its 529,920 acres in Tung, pasture and forage crops, pecans and produce. Poultry, dairy and beef cattle, hogs and sheep, are included in farming programs. The second largest 4-H Club in Mississippi is in Pearl River County with 1250 members. The Louisiana - Mississippi Milk Producers Association, made up of 1100 members from 160 dairies (one third of these in Hancock and the balance in Pearl River County) has a ready market with a liquid milk processing plant at Picayune and surplus milk sent to a milk products plant at nearby Franklinton, La.

New to the list of the county's natural resources is petroleum. Oil was first discovered September 9, 1953 in the Pistol Ridge Fields, a strata running through both Forrest and Pearl River Counties. This field contains four producing wells with oil gravity of forty-

three degrees and cumulative production of 117,134 barrels, and 64,574 million cubic feet of gas. A second field in the Pistol Ridge Development in the two county area was discovered April 18, 1955 and has two producing wells with thirty-three to forty-eight degrees of oil gravity and cumulative production of 37,484 barrels, and 23,764 million cubic feet of gas.

Within the last decade, wide awake citizens of Picayune and Poplarville have won many diversified industries for their areas by offering inducements and advantages. Established in the county are plants producing naval stores, chemicals, garments, paint and varnish, porcelain panels, cabinets, hampers, veneers, poles and piling, posts, lumber, metal fabrications, and farm and road construction equipment. Wages in industrial centers are scaled from \$1.25 to \$3.50 per hour.

Pearl River County depicts an exemplary pattern of the merits of Mississippi's Balance Agriculture with Industry law. This once purely agricultural county, with the greater portion of its economy depleted by unscientific timber practices, has become revitalized, and today represents one of the soundest areas of the state with countless untouched potentials for future de-



A Pearl River County 4H member spends much time on his chosen project. This excellent training is guided by the county agent and his assistants.

velopment and assured continued good incomes for its people.

The county is governed by an elected Board of Supervisors comprised of five men. The clerk of the Chancery Court acts as clerk of the board. The 1958 assessed valuation of the county is \$13,389,196 with assessments at 15 per cent of real value. There is no countywide bonded indebtedness but by districts the amounts are—Pearl River County School District \$223,000—Poplarville Special Municipal Separate School District \$610,000—Picayune Municipal Separate School District \$77,000. A large portion of the first two amounts

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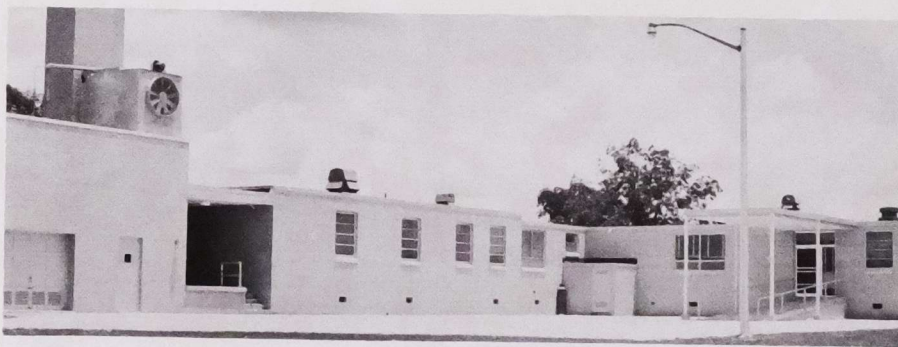
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Pearl River County Hospital at Poplarville.

covers recent bond issues for new school construction. County tax levies by districts, including state tax of four mills, are as follows:

Poplarville Special Municipal Separate School District, 70.00 mills; Picayune Municipal Separate School District, 30.50 mills; Pearl River County School District, situated in Districts 1, 2, and 3, 75.00 mills; Pearl River County

School District, situated in Districts 4 and 5, 65.50 mills; Lumberton Line Consolidated School District, 72.00 mills. In addition to the above tax levy there is a levy of two cents per acre on all land assessed as uncultivable, for forest protection.

The county owns and operates a thirty-bed hospital located in Poplarville. A sixty-four bed hospital, located

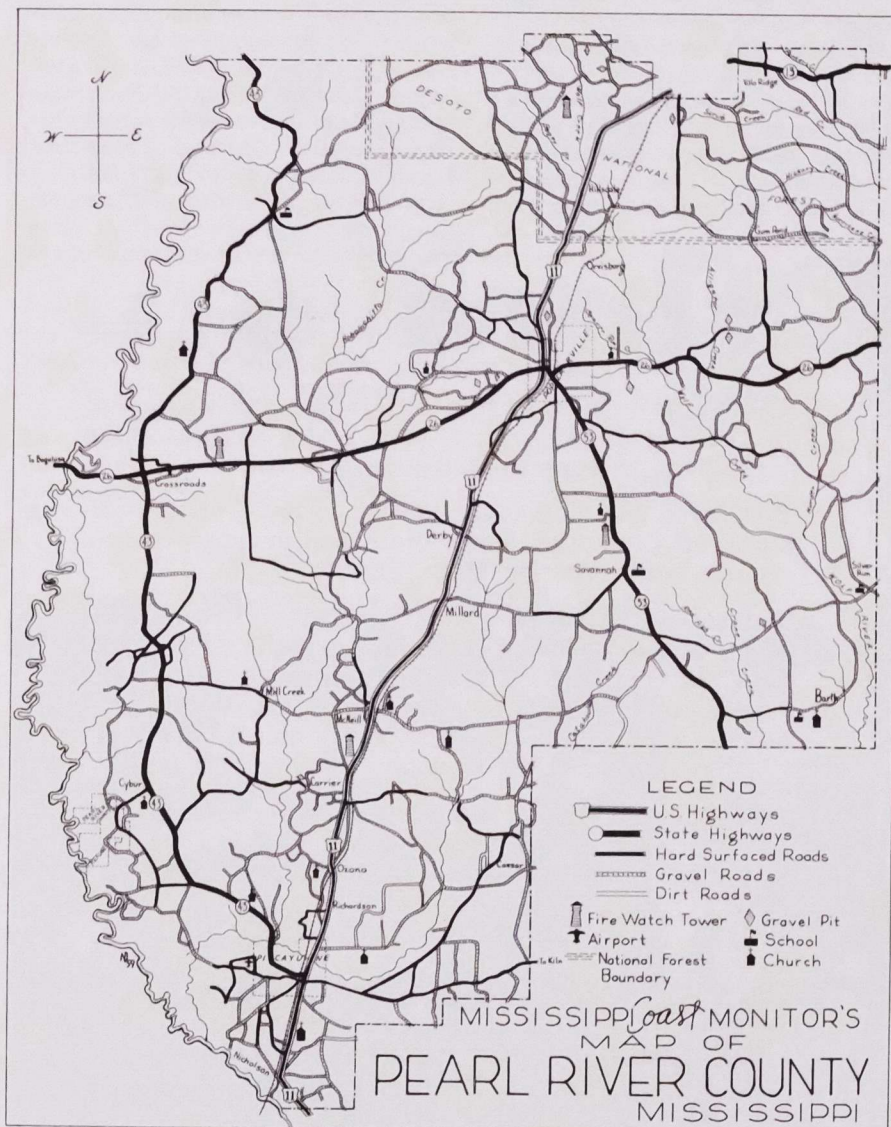
in Picayune, built and equipped with private funds, is city and county maintained. Additional medical facilities include services of eight physicians and surgeons, five dentists, two optometrists and two chiropractors. The county health department, located in Poplarville has a physician-director on part-time duty, two full-time nurses and two full-time sanitation officers.

The county has excellent public and private schools. Pearl River Junior College, an accredited two-year college, located in Poplarville, serves students from Pearl River, Marion, Hancock, Lamar and Jefferson Davis Counties. In addition to the standard curricula, the college offers a number of vocational courses that are available to industrial workers in the area. Concentrated in the cities, and scattered in all suburban and rural areas are many churches of various denominations.

There are all types of recreation to be found in the county. All manner of wild game is available to hunters in Pearl River Swamp, located near the Louisiana State line. Quail, doves and other migratory birds may be bagged in season in other areas. Fresh water fishermen enjoy superior catches in the many rivers, streams and bayous of the county, with salt water fishing easily accessible by short drives. Golfing is enjoyed on greens in the cities. Hiking, scenic drives, swimming, river boating, and water sports, are all here. Winter sports in New Orleans and on the Gulf Coast, football games, etc., are attended by many of the residents of the area, since distance is no barrier and short drives over good roads make travel a pleasure. Among the annual events with county-wide participation is the Pearl River Livestock Show held in Picayune, and yearly heavy attendance reflects the great increase of interest in livestock breeding in the county.

Picayune and Poplarville both offer good accommodations for travelers with well appointed motels and hotels. There are a number of restaurants in the cities which feature tasty food prepared by real southern cooks in traditional southern style.

Pearl River County extends invitations to industry, to potential residents, and to tourists. Its people, friendly and generous, welcome all visitors—instilling a feeling of home for those who come to reside, realizing that in their county, in the heart of the Gulf South, are to be found all the benefits—health—beauty of nature—prosperity—which make life and living great joy. To requote "as above all others the Garden Spot of the World."





Picayune Municipal Airport.



City Hall at Picayune.

PICAYUNE

Endowed with that greatest of natural resources—alert, progressive people who manifest keen interest in developing nature's many other gifts—Picayune, largest city in Pearl River County, rates highly among the forward-marching areas of the state and in the industrial-minded southland. Located in the southwestern section of the county, sixty feet above sea level, the city is experiencing rapid population influxes with an estimated census, as of June 1959, showing its resident quota to be in excess of 10,000, as compared with recorded figures of 6,707 in the 1950 census.

Flowers bloom every month of the year in this verdant city where ideal temperate climate is inducive to living and to industry. Temperatures range from July annual averages of 81.5 degrees, to January averages of 53 degrees, with average annual rainfalls of 62 inches, and averages of 265 frost-free days annually. Snow is practically unknown in this area.

Highways lead to Picayune from four directions. U. S. 11 (southwest and northeast), with New Orleans forty-three miles southwest and Poplarville twenty-eight miles northeast on this route; State Highway 43 (southeast and northwest) with Bogalusa, Louisiana, thirty-five miles northwest. The Gulf Coast is reached by driving U. S. 11 south from Picayune to the junction with Mississippi 604, and continuing southeast to U. S. 90 intersection into Bay St. Louis (travel distance between the two cities is thirty miles).

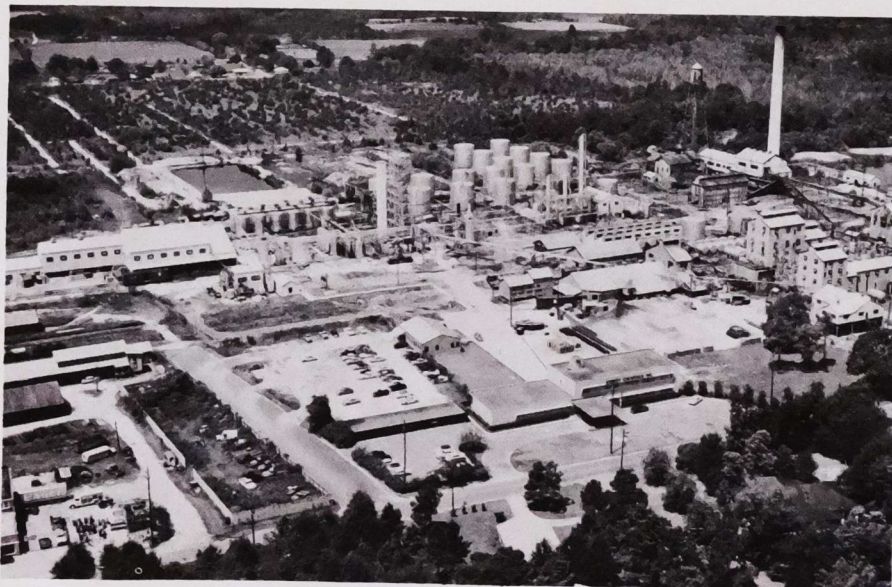
The city is on the mainline of the Southern Railway, offering passenger and freight service from New Orleans to points north and northeast. The Pearl River Valley Railroad, a privately owned and operated trunk line, which meets the Southern at Nicholson (3 miles south) is located in Picayune and offers sidings placed for industry. Greyhound Lines provide almost hourly accommodations with nineteen buses daily through the city. Four locally owned truck lines have terminals in Picayune,

and many national lines give daily service to and from the city. Gulfport and New Orleans, two nearby deep water ports, provide shipping facilities for the area. Situated opposite the new Industrial Park, the Picayune Airport accommodates light planes. This municipally owned enterprise, complete with hangars, and facilities for fueling, has a 5000 foot runway with 4800 feet x 300 feet paved. It is automatically lighted and has a lighted beacon and lighted windsock. Commercial flights are available from Gulfport Airport, about forty-five miles distance, and from Moisant International Airport, New Orleans.

Telephone communications are provided by the Southern Bell Company. The Picayune Item, a weekly newspaper, is published in the city and the city is serviced daily with news publications from New Orleans and Gulfport. A 5000 watt radio station, WRJW (Tung Broadcasting Co.), one of the most powerful in south Mississippi, is located in Picayune. Television is received from New Orleans, Hattiesburg,

Picayune Memorial High School and Gymnasium.





Plant of Crosby Chemicals, Inc. at Picayune.

Mobile and Baton Rouge.

Industrial and urban electricity are supplied by the Mississippi Power Company. United Gas Corporation provides natural gas for industrial and home consumption. Water needs are amply accommodated by three city-owned artesian wells.

Financial services are tendered the city by its two banks—The First National Bank, and The Bank of Picayune—(with combined deposits of \$8,000,000)—and the First Federal Savings and Loan Association.

Incorporated September 30, 1904, operating under code charter, this is the only city of the Mississippi Coastal area with a Council-Manager form of government. An elected mayor and board

of councilmen, and an appointed city manager, have steered the course of the city so soundly that it has become a paragon among small cities of the state. An excellent example of astute leadership is evidenced by the recent hiring of a city planner, who has prepared a long range plan in seven phases, to regulate and direct the development of this unusual city. This is indeed a far-sighted step that assures the citizens of Picayune that the quality of this outstanding community will never waver, but increase, with the surging growth brought about by progress.

Municipally owned enterprises include the airport, gas distribution, water plant, sewage system and public

hospital. A lagoon type sewage disposal system is now being installed in the Roseland Park Area of the city, with completion expected during 1960.

Growth of the city is manifest by comparative 1950-59 utility installations:

	1950	1959
Telephones	930	1400
Electric consumers	1400	2350
Gas consumers	1350	2250

Water and sewage connections indicate similar growth. Continued ascendancy is shown in retail sales based on monthly revenue received from a one-half cent city sales tax; gradual monthly increases from \$2600 in 1957 to \$5300 in June, 1959, indicate sales amounting to \$1,060,000 during June of this year.

Assessed valuation of Picayune is approximately \$10,000,000, with assessment at 30 per cent of real value. Tax levies inside city—44 mills—outside city—30 mills—with the Picayune Municipal Separate School District levy at 30½ mills both inside and outside city. Bonded indebtedness of the city is \$325,000.

Protection is given the city by a force of eight paid police officers, operating with six radio controlled patrol cars. Fire protection is assured with a fire force consisting of eight paid firemen, a fire chief, and a trained crew of fifteen volunteers. Two fire stations are located in opposite ends of town, and fire equipment consists of two 750 gallons per minute pumpers and two new fire trucks, water pressure is a normal sixty pounds per square inch.

The city maintains an excellent school system, with enrollments of 2100 white and 1100 Negro students. There are two private kindergartens, four elementary, one junior high and one high school for white students, and two elementary and one high school for Negroes. The Picayune Memorial High School, with a fine, new building and

Plant of Crosby Forest Products at Picayune.



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gymnasium, offers completely balanced educational programs. College preparatory courses and vocational subjects are included in the curriculum. Picayune Memorial Stadium, constructed of reinforced concrete, has a seating capacity of 5000. This stadium and football field, lighted for night use, is considered one of the finest high school stadiums in the south. Negro athletic grounds contain a football field and baseball diamond. An athletic director and several assistants, on year-round schedules, supervise school athletic and summer recreational programs. The Picayune High School Band is recognized for its excellence throughout the country.

A large city park and one fully-equipped playground are located in the city. Residents are justly proud of their Y.M.C.A. (reputedly the most active in the state), with its handsome brick building, modern equipment and conveniences, including a large swimming pool, bowling alleys and tennis courts. Hundreds of boys and girls participate in year-round programs which include swimming, camping,

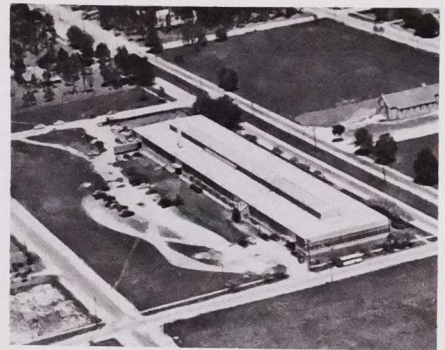
soft-ball, basketball, peewee football and other diversified activities.

In a picturesque setting of quiet elegance on a ninety-acre tract of land, the country club is a center for social gatherings. Dinners, luncheons, parties, games and dancing are attended by members and guests. A well tended nine-hole golf course offers challenge for those who enjoy the game.

The city has two good movie theatres where first-rate films are shown.

Varied recreation is available in and near Picayune. Sportsmen pass leisurely hours fishing in the Pearl and Hobolochitto Rivers, and in other streams of the area which abound with fresh water fish. Salt water fishing grounds may be reached by a thirty minute drive from town. The white sand bed and beaches of the Hobolochitto with its clear water, make ideal picnic and play areas with the added pleasure of water sports. Within short distances of the city are superior hunting preserves with myriad wild game and migratory birds, enabling hunters, in season, to bag limits.

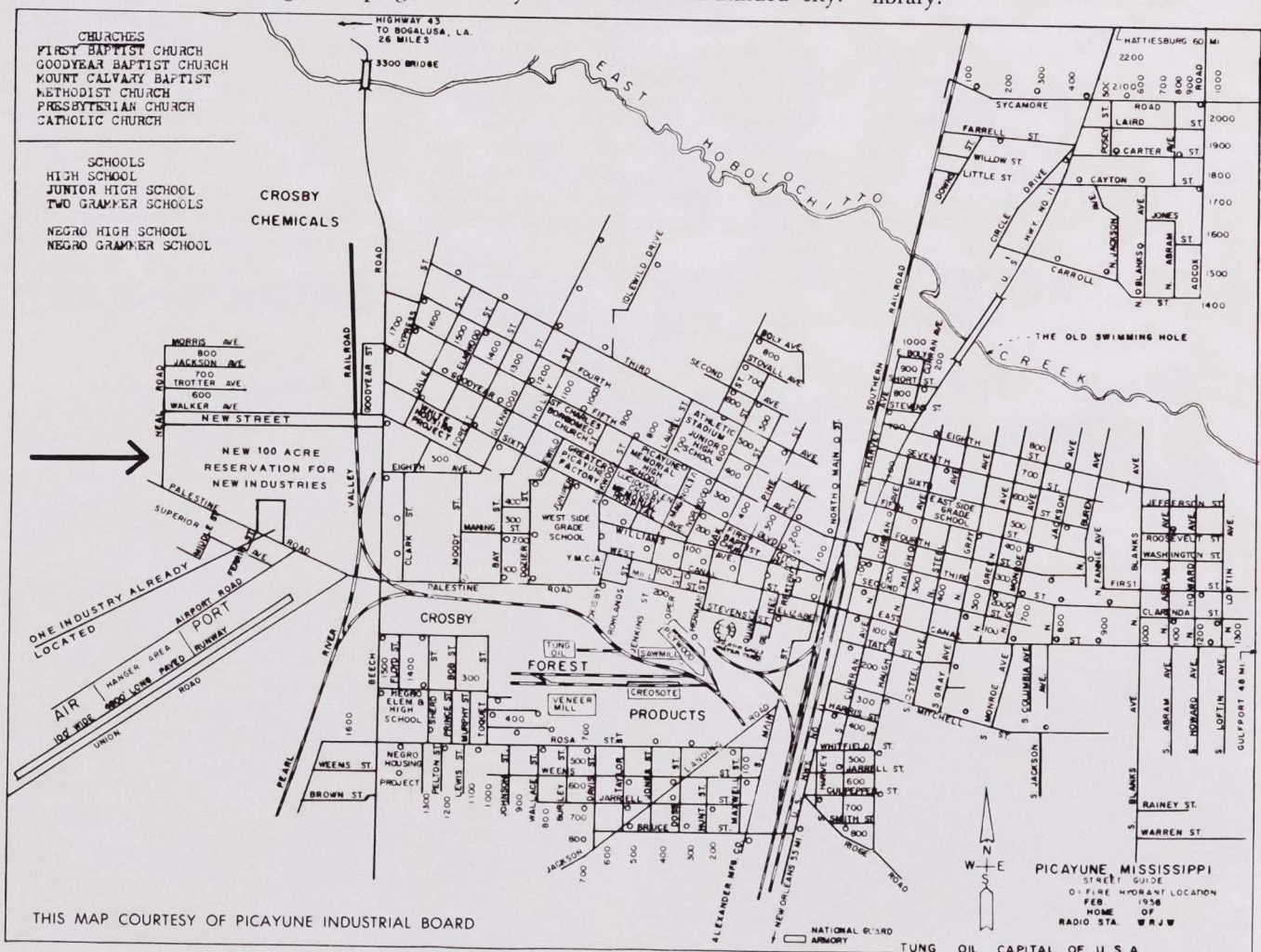
Picayune is a church-minded city.

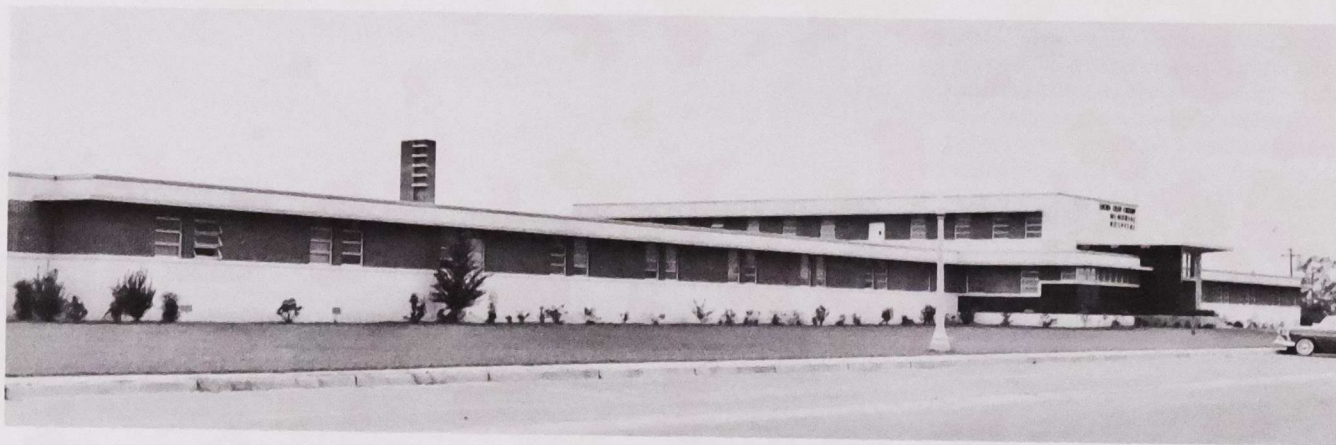


Bonnie Francis Lingerie Co., an expansion of a New Orleans company, leases this fine factory building from Greater Picayune Inc.

Many of its eleven white and three colored churches (representing divers faiths) are complimented with educational buildings. Worshippers find no difficulty in selecting a church of their belief among the beautiful religious edifices in this city.

The impressive city hall building, constructed of white trimmed brick with immense Gothic columns, houses a well stocked, municipally supported library.





Lucius O. Crosby Memorial Hospital, Picayune.

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PICAYUNE • MISSISSIPPI

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The sixty-four bed Lucius O. Crosby Memorial Hospital was constructed in 1953. All rooms are private with connecting baths. Air conditioning and oxygen are piped to each room. Built on a spacious city block, it is surrounded by well kept lawns. At a cost of more than a million dollars, this magnificent, fully-equipped structure, was financed 80 per cent by the heirs of L. O. Crosby, Sr., and 20 per cent by the state, and presented to the city as a memorial to Picayune's leading industrialist and philanthropist. The hospital is city and county maintained. Professional medical services are rendered by eight physicians and surgeons, five dentists, two optometrists and two chiropractors. Official information reveals there is need for more medical men in the city.

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PICAYUNE • MISSISSIPPI

Retail business of Picayune is concentrated along the main business street (which runs parallel to the railroad) and cross streets of the immediate area. Residential areas have broad paved streets, good sidewalks, and boast many fine trees and gardens. Homes are representative of good incomes, with a number of mansions on large estates built within the city limits. Construction of new homes, to accommodate the ever increasing population, is advancing at rapid pace. Many residents have moved to Picayune from New Orleans, since daily commuting to the large city is easy. This allows families the privilege of comfortable, relaxed living in this model community.

One large hotel and two well appointed motor courts, featuring reasonable rates, provide traveler accommoda-

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Picayune, Mississippi

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Lovely, well-kept homes, both large and small, grace the streets of Picayune. Most of these streets are tree-shaded and yards boast velvety lawns and blooming flowers the year round.





The homes of any town reflect the attitudes of its citizenry and this is indeed true of Picayune where residential streets present pictures of serenity and prosperity resulting from conscientious hard work by alert far-sighted people.

tions. Two large restaurants and several smaller ones, serve well prepared and selected food.

Pure-bred cattle fatten the year-round on superior pasture lands in and surrounding Picayune. Among the major events of each year is the annual Pearl River County Livestock Show staged in Picayune; other featured public entertainment include horse shows and rodeos.

Picayune claims more industry than any city of comparable size in the state. Approximately twenty diversified industrial plants provide employment for labor. Work is not seasonal and labor-management relations are good. Wage scales are high, starting at \$1.25 per hour and increasing to \$3.50 per hour for skilled artisans. There is an excellent pool of intelligent and easily

trained labor available.

The industrial picture includes paint and varnish companies, chemicals, wood products, lingerie, the world's largest multi-million dollar tung industry, veneer plants, saw mills, plywoods, cabinets, truck body companies, naval stores, milk processing plants, and the manufacture of farm machinery and tillage tools.

Picayune's new one hundred acre Industrial Park was opened in June of this year. Access to the park is via either of two fifty-foot wide paved side roads or by an eighty-foot wide paved front road. The Pearl River Valley Railroad crosses through the park with sidings available to interested industrialists. Industrial electric power is supplied by the Mississippi Power Company, and United Gas Corporation pro-

vides industrial fuel. There is a central recreational area for employees. It is anticipated that this park, with its many desirable sites (of any size) will greatly enhance the industrial potential of the city. The first occupant, the Stewart Dura Van Co., is building on 5 acres, doubling their present capacity.

Considerable wealth is concentrated in Picayune. With no ostentatious displays, its people, the wealthy as well as those of average means, extend warm, friendly greetings to visitors and new residents. Imbued with a concrete knowledge of the unlimited opportunities and vast potentials of their city—all strive for a common goal—the continued development and the keeping of Picayune in orbit in the industrial world of today and tomorrow.

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Air view of part of Picayune showing Stadium in center of picture. Lucius O. Crosby Memorial Hospital and Memorial High School are at top.

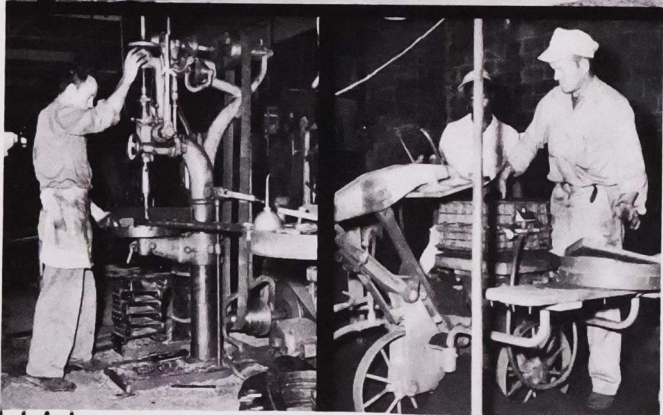


Hobolochitto Creek winds through the northern part of town. Sandy beaches dot its banks and overhanging trees are restfully green in summer and brilliant with color in fall.



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The trim and pretty City Hall at Poplarville is located on the corner of Main St. and Miss. Highway 26 West.



Lined with well stocked stores, the main street of town is generally bustling with activity.

POPLARVILLE

Centrally located in Pearl River County in rolling hill country is the enchanting small town of Poplarville. Charming in appearance, with friendly, courteous citizens, it is no wonder that during the last nine years an increase in resident growth of 28% was shown, with June 1959 estimates exceeding 2,300 as compared with the 1950 census of 1,852.

Relaxed living is contagious in this temperate climate where the air is fresh and soft and sweet. Temperatures range from July averages of 81.3 degrees to January averages of 53.9 degrees. Annual rainfall average 62.15 inches, and the annual number of frost-free days is 265. An elevation of 313 feet above sea level assures safety for Poplarville from flood hazards.

Several above par highways lead into town. U. S. 11 crosses through, offering a direct route from New Orleans seventy-eight miles southwest, to Hattiesburg thirty-six miles northeast. Mississippi State Highway 53, south and southeast, intersects U. S. 49 a short distance north of Gulfport. Due south it connects with Mississippi 603 into Bay St. Louis, with a distance of forty miles between these two points. East and west traffic travels Mississippi 26 about thirty miles east to Wiggins, and west to the Louisiana boundary.

On the main line of the Southern Railroad (north and northeast) from New Orleans, Poplarville is provided with passenger and freight rail service. One truck terminal is located in town. Eight additional truck lines through Poplarville assure adequate provisions for overnight pickup and delivery requirements. Bus travel is made convenient by Greyhound Lines, with a

schedule of eight buses daily to service the area. Accommodations for air travel for the immediate vicinity are from the Hattiesburg Airport and from Moisant International Airport in New Orleans.

Industrial and residential electricity is supplied by the Mississippi Power Company, with executive offices in Gulfport and Hattiesburg. United Gas Corporation provides natural gas for fuel in industry and for home consumption.

The Southern Bell Company services the area with telephone communication lines. Local news is given residents by "The Weekly Democrat" published in Poplarville; also circulated in town are daily newspapers from New Orleans, Gulfport and Hattiesburg. Radio is re-

ceived from Picayune, New Orleans, Gulfport, Hattiesburg and the Gulf Coast, with telecast best received from New Orleans and Hattiesburg.

Located in the Tung, Timber and Cattle Belt of South Mississippi, Poplarville offers many opportunities for industrial and agricultural minded investors. Farming enterprises include tung, pecan, forestry, truck crops, dairy and beef cattle, and sheep. Mild winters allow year-round grazing. Dairying constitutes one of the major farming enterprises and more than 150 Grade "A" dairies ship milk to a receiving plant in Poplarville. Milk sold at this plant approximates three-quarters of a million dollars annually. The average dairy is composed of twenty-five head

Poplarville plant of Movie Star Lingerie, Inc.





Poplarville Implement Company.



Pearl River Hamper Company.

(predominately Jersey) of producing cows. Artificial insemination is available to dairymen through the Pearl River Artificial Breeders Association, cooperating with the Mississippi State College Breeders Association. Dairymen are organized as the Poplarville Dairy Association, A.A.L. A county-wide show is held annually to encourage better breeding and selection and promote more widespread interest in dairying.

Poplarville is the center of the county's beef cattle industry. About 50,000 head of beef animals, ranging up to six-hundred or more head-herds, are

composed of registered and native stock. Among registered breeds are Angus, Hereford, Shorthorn, Red Poll, Brahma, and Santa Gertrudis. Beef herds are rapidly increasing, working in excellently with tung. The area is perfectly adapted to winter grazing crops such as clover, rye grass and oats. Other adaptable pasture plants for permanent and temporary summer grazing are Dallis, Bahia, and Bermuda grasses, fescue, lespedeza, Alyce clover, millet and Sweet Sudan. Soil types in the area include Orangeburg, Norfolk and Ora.

About two-fifths of the land in the

Poplarville area is in timber. Large tracts are owned by several organizations including Crosby Forest Products, International Paper Company, Gaylord Container Corporation and the Masonite Company. Much of the cut wood is processed by industries located in the area. Reforestation and conservation are promoted by a forestry association with offices in Poplarville. A mechanical tree planter, owned by the association, is loaned to individuals who wish to plant seedlings. The area cooperates with the Mississippi Forestry Commission in fire control programs and has an area ranger, crews, and several fire towers to control forest fires. Poplarville centers the tung belt, and is the home of the American Tung Oil Association.

Minerals also benefit Poplarville. Oil and gas fields (one field only seventeen miles from town) and a petroleum refinery are nearby.

Balancing agriculture with industry is proving highly profitable in Poplarville. Three plants located in town employ approximately 750 persons. Movie Star Incorporated of Mississippi, manufacturers of ladies lingerie, employs about 600, mostly women; Poplarville Implement Company, makers of discs, plows and trailers, has about 75

68

IN THE CENTER OF SUCCESS

IN EDUCATION • AGRICULTURE • INDUSTRY

POPLARVILLE

COUNTY SEAT OF PEARL RIVER COUNTY



Pearl River Junior College

There's a fine accredited college— Pearl River Junior College — serving students from Pearl River, Marion, Hancock, Lamar, and Jefferson Davis Counties and including special vocational courses; a good grade and high school system boasting a fine new school building.

Our countryside is a proud expanse of tung orchards, farms, pastures, and carefully managed forests.

Industry has found Poplarville an ideal location, especially when raw materials are forest, agricultural, or petroleum products. Other industries have been successful due to good labor supply and transportation facilities.

Come to Poplarville — see for yourself — it's a good place to work, a nice place to live.



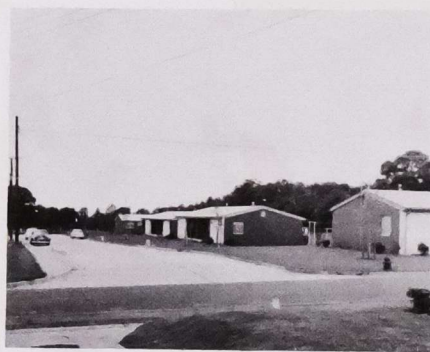
Youth Center • Swimming Pool



Tung Plantation



Dairy Herds and Beef Cattle



Construction of new homes in Poplarville is taking place in subdivisions such as this one.



This Community Center, with swimming pool directly opposite is located on West McLendon St.

health department has a part-time physician as director, two full-time nurses, and two full-time sanitation officers.

Education has become a prime factor in the structure of this area of the state. Emphasis is being placed on obtaining accredited teachers, modern buildings, and latest improved facilities. Poplarville is keeping in stride with this movement. Under the jurisdiction of the Poplarville School District, the town has at present, two elementary schools, one for white and one for Negro children; two high schools, one for each race, and a new school building under construction. Grade schools have enrollments of approximately 750 students with about 250 enrolled in high schools.

Pioneer among junior colleges in Mississippi, Pearl River Junior College was organized in 1926. Located in Poplarville, the college district comprises Pearl River, Marion, Hancock, Lamar and Jefferson Davis counties.

The scholastic program of the college is organized on the basis of the eleventh and twelfth grades of high school, and freshman and sophomore years of college. In addition to standard accredited courses, the college offers a number of vocational courses

that are available to industrial workers of the vicinity. Enrollments average six-hundred students. Its fifteen main buildings are on a spacious campus of 350 acres. A gymnasium, tennis courts, baseball diamond and stadium round out the athletic plant of the school. During football season, fans may witness high school and college games played in the stadium. Recreational facilities of the college are open to residents of the area.

A community center for the youth of Poplarville is equipped with a community house, swimming pool, softball field, tennis courts, and playground facilities for younger children. The town has one theatre, with others in nearby centers.

Some of the world's finest fresh water fishing may be enjoyed in surrounding areas. Plentiful supplies of bream, bass and crappie are in the many lakes and streams prevalent in Pearl River County. Salt water fishing grounds are reached in approximately an hour by a drive to the coast. Game birds and other hunting, in season, are favorite sports in the woods and swamps of the county.

A twenty-room hotel and two twenty-room motels provide traveler accom-

modations, and there are several good restaurants located in town.

Drives through this picturesque country are delightful year-round. In spring, when vast plantations of tung trees burst into full bloom, a spectacular panorama unfolds as one drives through the hills. Dogwood and pear trees also bloom during this season, their blossoms the same delicate pink and white colors as those of the tung tree. Lofty pines tower like sentinels in thickly wooded areas. Summer presents the pastoral scene of drowsing cattle under pasture shade clumps, and green farm rows marching in orderly procession over the rolling hills. Autumn touches the maples with gold and red, the cypress is rich bronze, and scarlet sour gum and golden sweet gum are startling on a background of evergreen pines. In winter, wild holly trees, with wide spreading branches, glow with brilliant red berries. Clustered under boughs of trees and along fences, are tall yaupon bushes, covered with berries whose autumn orange coloring turns to vivid red in colder weather. Each season of the year wild flowers bloom—daisies, asters, lilies, phlox, laurel, wild azealeas, orchids, buttercups, violets and many others.

There is a refreshing charm in the people of Poplarville. A quality of niceness (becoming increasingly rare) is noticeable when meeting them. Slow spoken, with softly modulated voices, and gracious manners, their town reflects their personalities. Its tree-shaded streets are immaculately clean, its homes reflect pride of possession, its retail business district is tempting with displays of well selected merchandise, its prosperity is apparent, its innate goodness is sensed, its adults smile kindly, its children laugh gaily—happy living becomes contagious in this delightful small town in the heart of the deep south.



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POPLARVILLE!

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to serve you and the people of
PEARL RIVER COUNTY -- since 1914

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The stately pine, because of a careful conservation program, has again risen to a place of importance in Stone County.

STONE county •

Called by one of its own writers "The Opportunity County", Stone, second youngest county of the State, lies in the heart of the Long Leaf Pine Belt of Mississippi. Bounded on the south by Harrison County, its northern boundaries are Perry and Forrest counties. Pearl River County lies to the west, and George and Jackson counties to the east. Its four hundred and forty-eight square miles are primarily in timber. A great portion of the area is included in the DeSoto National Forest. The county enjoys a temperate year-round climate, with annual average rainfalls of fifty-six inches, and eight frost-free months. An estimated 1958 census of 6,500 population shows an increase of several hundred over the 1950 figures of 6,264.

Wiggins is the county seat and the only incorporated town of the county. Unincorporated villages and communities include Perkinson, Ten Mile, Perry and McHenry, all south of Wiggins on

U. S. Highway 49; Bond, north of Wiggins on 49; and White's Crossing, east of Wiggins on Mississippi 26. U. S. Highway 49 bisects the county centrally, running south from Gulfport. It connects with Mississippi 57 south of Wiggins and intersects Mississippi 26 at Wiggins. Mississippi 29 runs north-east from Wiggins into Perry County.

Freight rail service is provided the county by the Illinois Central Railroad running from Gulfport to Chicago. Trailway Lines accommodate north and south bus travel on Highway 49. Numerous major van lines pass through Stone County offering pick-up and delivery service for overnight destinations and making connections throughout the country for deliveries. About forty-five miles south of Wiggins, Gulfport provides deepwater shipping facilities. Nearest commercial air travel is from Gulfport or Hattiesburg airports.

Daily newspapers from Gulfport, Hattiesburg and New Orleans, are cir-

culated throughout the county, with local news supplied by a weekly publication in Wiggins. Radio and television are received from New Orleans, Hattiesburg, Gulfport, Biloxi and Jackson. Telephone communication facilities are provided by the Southern Bell Company.

Rural electricity is furnished the area by the Pearl River Valley Electric Association, while the Mississippi Power Company supplies industrial and urban power. Natural gas for the county is serviced by the United Gas Corporation. Two large creeks, the Red, which flows through the central section, and the Black, in the northeast district, provide fresh surface water. There are unlimited quantities of subsurface water available.

The most important economy of the county is its forests and their products. The 1956 forest survey shows the timber stands of Stone County to be composed of 265 million board feet of pine

71



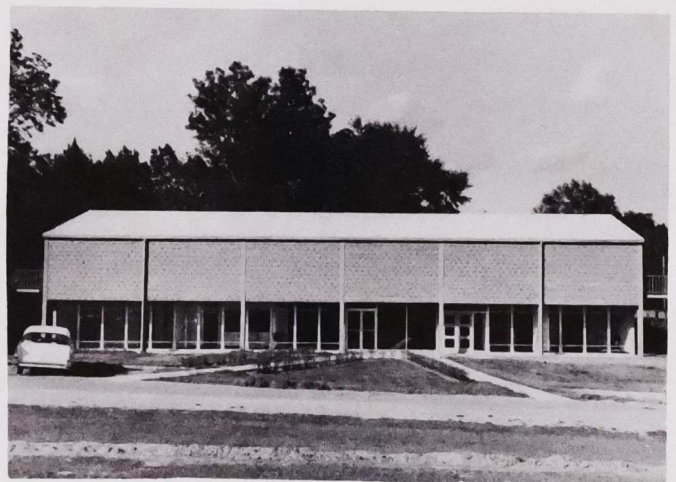
A large percentage of trees are cut as pulpwood to be made into paper products.



Saw timber is cut by several local sawmills such as the one pictured above.



Harrison Hall, girl's dormitory—one of the many fine buildings at Perkinson Junior College in Stone County.



Air-conditioned Library building is the newest addition to the campus at Perkinson Junior College.

sawtimber, 95 million board feet of hardwood sawtimber, and more than 100 million cubic feet of smaller growing stock. In the main this tremendous supply of timber is the result of scientific management by forest owners.

Widely diversified farm crops including Tung nuts, cucumbers, watermelons, pecans and row crops are grown on the 64,000 acres of farm land in the county. Within the past few years a number of herds of pure-bred Hereford cattle have been established. Permanent pasture lands are responsible for successful operations of many dairy and stock farms in the county.

The largest single industry of Stone County is the Brown-Miller Company, manufacturers of Rainbo and American Brand Pickles. This plant, established in 1912, has been in continuous operation and its products are known and distributed throughout the United States. Other industries in the county includes seven sawmills, a hardwood veneer plant, a pole concentration and

debarking yard, a gum naval stores distillation plant, a dog-wood shuttle-block mill, and two large pulpwood concentration yards. The county also sustains a large portion of raw materials for seven out-of-town wood using plants. Extensive future supplies of forest products are assured manufacturers located in the county, and those interested in locating, by the fact that more timber is constantly being grown than is being cut. The Stone County Industrial Board, Inc., with its headquarters in Wiggins, works with city and county officials in presenting to the nation the advantages their area has to offer to industry..

Twenty white and eleven Negro churches are housed in the county, representing various Protestant and Catholic faiths. Civic organizations include Rotary, Kiwanis, Woman's Club, Garden Clubs, Masonic Lodges, Odd Fellows Lodge, Order of Eastern Star, Boy and Cub Scouts and American Legion.

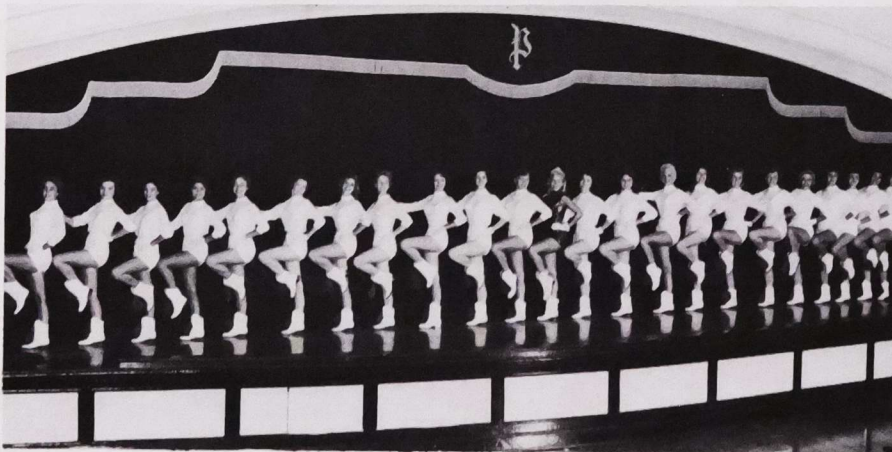
The county is governed by an elected Board of Supervisors. Its assessed valuation is \$3,400,000, with assessment practises approximately 25% of real value. Its bonded indebtedness is \$199,000.

The twenty-two bed Stone County Hospital, located in Wiggins, was completed in 1951. This completely air-conditioned building has the most modern equipment and facilities available. An average of twenty-eight nurses, aids and assistants are employed. Six physicians, a radiologist, pathologist and ten out-of-town specialists are associate staff members. Other medical facilities of the county include services of three dentists, a county Health Center, and three medical clinics (one recently completed at the cost of \$75,000).

Operating under the County Unit System, the public schools for white students are divided into three districts, Wiggins, Perkinson, and Consolidated. The three elementary and two high schools of these districts have enrollments of 1290 white students. The Stone County Training School for Negro students has enrollments of 504. This modern plant was completed several years ago and includes a science laboratory, commercial department, library, infirmary, teachers' lounge and gymnasium. Approximately a half million dollars was spent in new school construction since 1953. By using Sixteenth Section timber-farming interest funds and local and state monies, all building was completed without bond issues. A fleet of thirty-two county-owned steel buses, heated and meticulously maintained, provide student transportation.

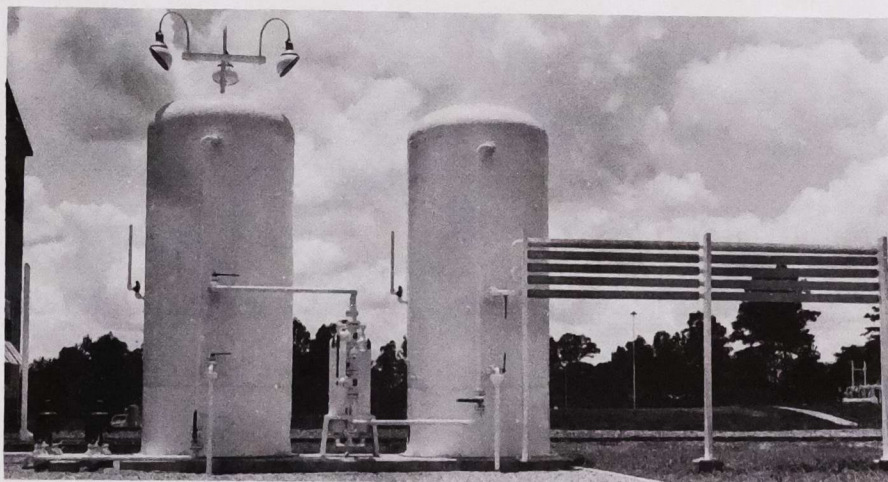
Perkinson Affiliated High School and Junior College is centrally located in the county. Situated on 652 acres of

The lovely Perkettes—girl drill team from Perkinson Junior College have gained recognition and much praise for their excellent performances.



ground, it is valued at two and a half million dollars. Nearly six hundred thousand dollars was recently invested to complete the building of a gymnasium with seating capacity of 1800, and an air-conditioned library. The school has enrollments of approximately 700 students, with vocational-technical and evening classes. It also contains a stadium with seating capacity of five thousand persons and an AAU swimming pool. It is supported by Stone, Harrison, Jackson and George counties. Students from these counties may attend this school at costs of \$34.50 a month, which includes room, board and laundry, or if living at home there are no tuition charges. Free bus transportation is provided by the county for its students.

Stone County has the reputation of possessing some of the finest bass and bream fishing streams in America. These streams also provide needed cover for deer, turkey and squirrel hunting. The Red Creek Wildlife management area located in Stone County contains approximately 100,000 acres of woodland which is managed by the State Game and Fish Commission. Un-

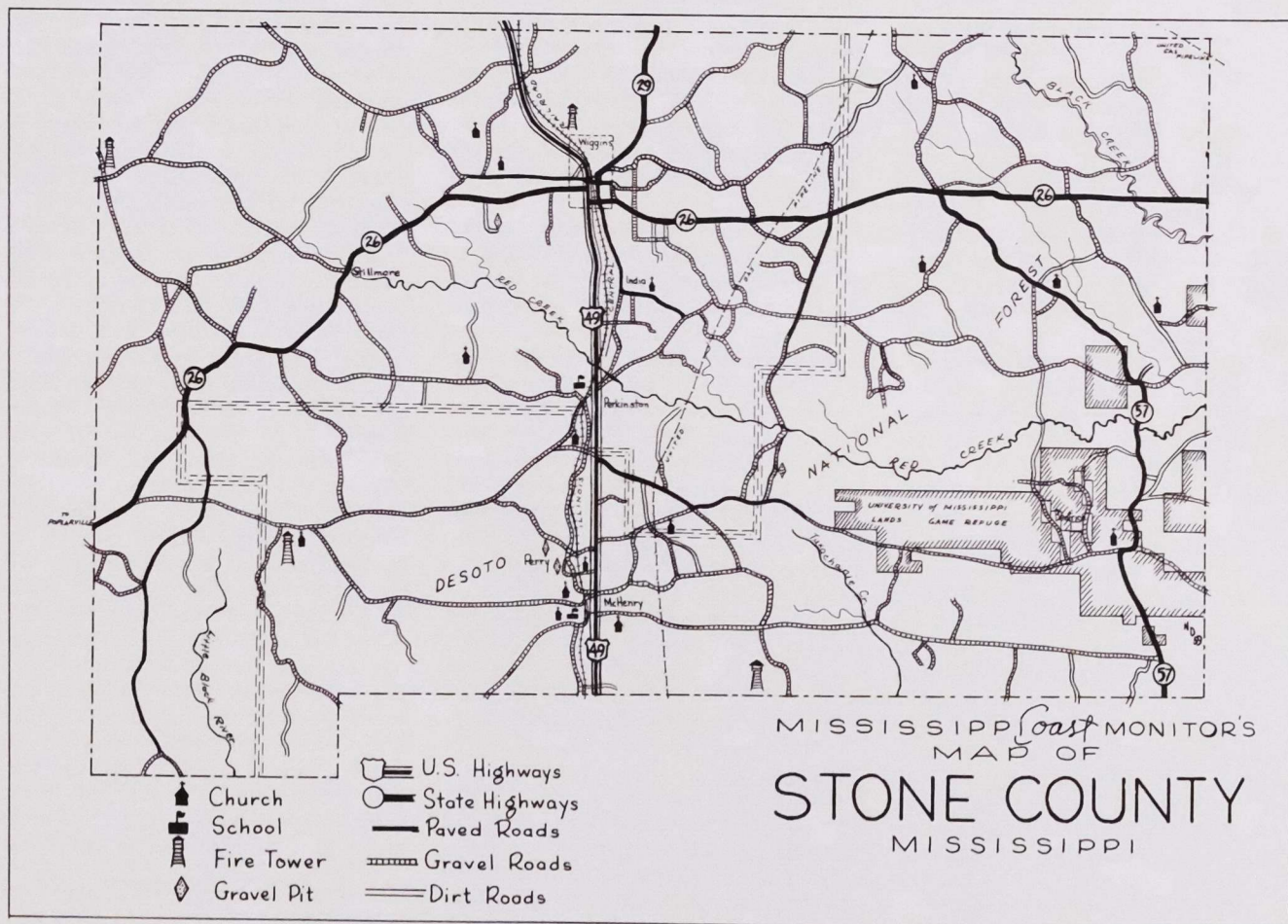


New compressing station of Houston Gas Transmission Co. in Stone County.

der this management the preservation and propagation of wildlife resources is providing an increasing supply of deer and turkey for the hunting public.

Motoring in Stone County is another pleasant relaxation. Panoramic views of well-tended farmlands, pecan and tung orchards, and dense forests are exciting from the summits of the high hills of this rolling land.

Many advantages are offered by this county for industrial and agricultural ventures. Surveys indicate good resources of skilled and easily trained labor — temperate climate — plentiful water supplies—reasonable tax levies—available natural resources and excellent transportation facilities—combinations which assure prosperity and development.





Brown-Miller Pickle plant at Wiggins.

WIGGINS

"Picketown, U. S. A.", is a gay name given her town by a clever author who wrote a history of Wiggins several years ago. It is an aptly descriptive name for this small community which is the home of the largest pickle manufacturing plant in America. . . .

Located on U. S. Highway 49 where it intersects with Mississippi 26, approximately thirty-six miles north of Gulfport, and an equal distance south of Hattiesburg, Wiggins is the only incorporated town of Stone County.

The history of the town dates back to 1886 when it was founded in what was then part of Harrison County. On March 6, 1904, it became an incorporated town, and when Stone County was organized in 1916, it became the seat of the new county's government.

With an estimated 1958 population of 2,000, a steady resident gain has been enjoyed with comparative figures of the 1950 census showing its population at 1,436.

Unlike the majority of small inland communities, Wiggins, at the turn of the century, and for a couple of decades following, was quite cosmopolitan. As its historian remarked, "Pine was king" at that time, and the king brought wealth for his people. During the years when timber lost his crown in this area, Wiggins failed to succumb to economic setbacks which befell most lumber towns. It was at this time, in 1912, that the town crowned the cucumber, making it their economic mainstay. Today Wiggins is ruled from a double throne shared by two monarchs. Pine regained his place in the sun, but His Majesty Cucumber remained to share equal honors.

The Brown-Miller Company, manufacturers of Rainbo and American Brand Pickles, maintain the largest single industry of the town and the county. The plant has been in continuous operation since it was established, employing up to two hundred and twenty-five people. Cucumbers from Stone and twenty-two other Mississippi Counties are processed and packed at this plant. An equivalent of four hundred train cars of pickle products are shipped annually from this installation, which requires about two hundred and fifty cars of glass containers.

Most of the industrial plants of the county are centered around Wiggins. It is on a branch line of the Illinois Central Railroad, which gives access to rail shipping facilities.

Assessed valuation of the town is \$1,500,000, with assessments at approximately 45% of real values. Its bonded indebtedness is listed at \$199,000. Municipally owned enterprises include a Community Hall, water plant, and recently completed sewage disposal plant. The city operates under code charter with an aldermatic form of government. Adequate police and fire protection is given the city by paid and volunteer forces, with the city providing modern equipment for fighting fires. Utilities for Wiggins are supplied by the Mississippi Power Company, United Gas Corporation and Southern Bell Telephone Company.

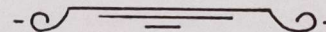
Its schools are under the County Unit System, District of Wiggins. There are no private or parochial schools. Within the corporate limits of the town are one elementary and one high school for white students, and one elemen-

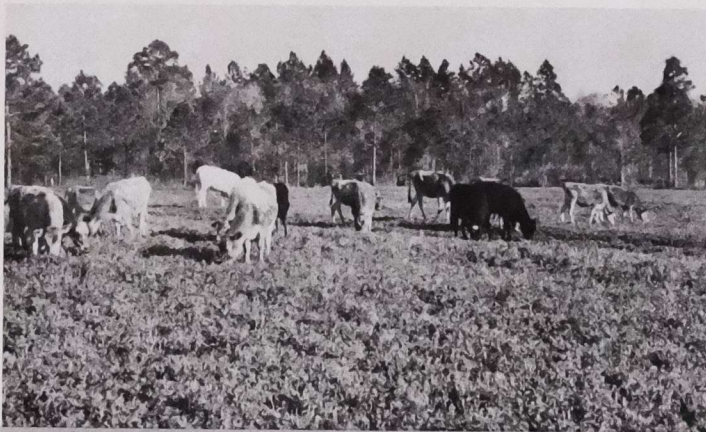
tary and high school for Negroes. Nearby Perkinson Affiliated High School and Junior College is available to students of Wiggins. The well stocked Stone County Library is located in Wiggins.

Wiggins is a church going community, having three Baptist churches, one each of Methodist and Presbyterian for white congregations, and one Baptist and one Methodist for Negro worshippers. On beautifully landscaped grounds, the modern and efficiently staffed Stone County Hospital is located in Wiggins. The Bank of Wiggins has played a vital role in the continuous development of the town. It offers understanding financial services for the area and has materially assisted the county in its reforestation program. A park, where children spend happy hours gamboling on playground equipment, is maintained by the Jaycee Organization. Two good motels and two small well kept hotels provide traveler accommodations. Several good restaurants are located in town.

Two miles east of Wiggins on Highway 26, is located one of the unique show places of the country. The widely known "Doll House of Friendship Farm" is opened to the public on Friday afternoons from three to five. Erected atop a hill, two homes, surrounded by sweeping green lawns and blooming flower beds, provide a distinctive atmosphere for the town. In one of these homes, the property of two sisters, is the collection of dolls which gave name to the building. Over three hundred and fifty period and character dolls from nearly every country of the world are displayed. Living in the adjacent house is another member of the family who is credited with the exquisite landscaping of the grounds.

This interesting small southern town, looking for all the world like a picture postcard of the old west, with its frame store buildings lining the streets up and down hills, affords excellent opportunities for industry. It is decidedly industrial-minded and is one of the many Mississippi towns working with the Agricultural and Industrial Board in promoting industry into the state. Several of its plants have been brought into the area through Mississippi's Balance Agriculture with Industry program. Manufacturers seeking locations are afforded many inducements by the Stone County Industrial Board, Inc., and "Picketown, U. S. A.", and its immediate surrounding areas have many assets to offer potential industrialists.





The lush green pastures of beautiful George County provide year-round grazing for fine beef and dairy herds.

GEORGE county •

With claims made by its people of having the most fertile land in the state substantiated by harvests of superior crops, George County enjoys prosperity from its agricultural endeavors. Situated in the great Yellow Pine Belt of Southeastern Mississippi, it lies directly north of Jackson County. Its eastern boundary is the Mississippi-Alabama state line, with Green County due north and Stone and Perry counties on its west. Among the four youngest counties of the state, it was organized simultaneously with Wathall, March 16, 1910, and named for James Z. George. Its four hundred and eighty-one square miles were originally parts of Jackson and Green counties.

Since agriculture is the primary economy of the area, incentives have not been as conducive to rapid population gains as have been realized by some adjacent regions. However, a steady growth has been witnessed during the last eight years with a 1958 estimated census showing 12,00 persons as compared to the 1950 census of 10,012.

Lucedale, located in the north central section of the county, is its only incorporated town and its seat of government. Unincorporated communities throughout the area include Evanston, a few miles southeast of Lucedale; Vestry, near the Jackson County line in the south central section; Merrill, in the northern district near Green County; Agricola, in the southeast, and Bennedale in the southwest.

The mild year-round climate of the area is inducive to industry as well as to agriculture. The seventy-four degree annual temperature average allows longer growing seasons with many two-crop harvests. In industry it guarantees no curtailment of working days due to severe weather, eliminates insulation in buildings, and reduces operation costs. The earth is kept moist, an essential to

plant growth, by the annual average of fifty-seven inches of rainfalls, while crop losses from frost are practically nil with an average of two hundred and sixty frost-free days annually.

Situated sufficiently inland from the coastline, the county is secured from gulf storms. Gently rolling hills predominate the region and elevations which exceed one hundred feet above sea level remove flood hazards.

A net work of hard-surfaced, well kept highways provide accessibility for motor transportation to all areas of the county. U. S. 98 running southeast from Mobile, Alabama, extends northwest through the county to Hattiesburg and Laurel. Mississippi Highway 26 accommodates east and west traffic through the central area, connecting with U. S. 49 (north and south) at Wiggins. Mississippi 63 bisects George, north from Green County and south to Pascagoula, where it intersects U. S. 90 (east and west); Mississippi 59 runs through the southwest sector. In addition to these main travel routes there are numerous good local roads which branch into more remote districts.

Railway freight is offered the county by the Gulf, Mobile and Ohio Line,

running through Lucedale and Evanston, and the Mississippi Export Railroad a privately owned short line. The latter offers service from Pascagoula to Lucedale, with connections at Evanston with the Gulf, Mobile and Ohio. It also offers sidings for industry. Railway passenger service for the area is available at Mobile, Alabama, and at Pascagoula. Bus travel is provided by the Gulf Transport Lines which travel U. S. 98 east to Mobile and northwest to Hattiesburg and Laurel. Two truck lines service the county, giving efficient pick-up and overnight delivery to nearby destinations and connecting with major van lines for deliveries throughout the country. Shipping facilities are provided by the two nearby deep water ports of Pascagoula and Mobile. The most convenient air travel for the area is from the Mobile Airport.

Local news is circulated by a weekly paper published in Lucedale, with daily papers from Mobile and Jackson distributed. Radio and television are best received from Mobile, Pascagoula, Hattiesburg and Jackson. Communication lines for telephone service are supplied by the Southern Bell Company. Urban and industrial electric power is pro-



Scientific farming practices, aided by expert county agents are bringing higher yields per acre in the fertile soils of the coastal region.



In a tree farming program, undesirable trees and scrub growth are controlled resulting in superior, faster growing pine timber.



Seedlings furnished by the Forestry Service are reclaiming cutover land and producing marketable trees in eight to ten years.

vided by the Mississippi Power Company. Rural electricity is furnished by the Singing River Electric Power Association, with executive offices located in Lucedale.

The picturesque Pascagoula, River of Legend, flows south through the central area of the county. The Escatawpa River winds through the southeast section, and the Black and Red Creeks wind their courses southward west of the Pascagoula. In addition there are numerous natural and artificial lakes and other smaller streams.

An abundance of sub-surface water is available in this Mississippi Coastal area, which constitutes the natural drainage basin of the Cumberland Mountain Range. Deep artesian wells provide maximum requirements for all types of consumption with shallow wells providing mineral waters.

This is timber country . . . great forests of majestic long leaf yellow pine trees and many tree farms where scientific reforestation is practised provide the largest source of income for the area. Hardwoods are also prominent among wood products of the county. Tracts of the De Soto National Forest are located in George County.

Cattle and other livestock flourish here. The mild climate provides lengthy growing seasons for year-round grazing grounds. There are approximately thirty-five dairies in the county and many ranches where beef cattle are raised. The largest of these ranches is located near Agricola. Santa Gertrudis herds were introduced into the county at this model installation and bred with great success. Other pure-bred herds do equally well in all areas of George County. Sheep and hog raising bring good revenues for many farmers.

Among the crop trees of the county, pecans yield a source of income for many growers. Large orchards supply commercial quantities of this sweet nut which is harvested in the fall. Tung is grown only in limited quantities. Row crops—beans, corn, melons, tomatoes and okra—do exceptionally well. A farmers market (a county owned and operated enterprise) is established in Lucedale. Produce grown in the county is mostly disposed of from this center.

Despite the fact that it is primarily an agricultural region, George County was among the pioneers of the state in utilizing facilities offered by the Agricultural and Industrial Board. In 1948 the Lucedale Veneer Company was established under Mississippi's Balance Agriculture with Industry Program. Since that time several other industries have moved into the country. The only plug mill in South Mississippi is established in Lucedale. This installation, which manufactures plugs for paper rolls, supplies, its product to the majority of paper plants in the south. There are also four saw mills and other diversified plants operating. An anhydrous ammonia supply plant is located near Agricola giving county farmers benefit of this most effective type of fertilizing.

Aware of the manifold benefits to be derived from industry, a fifteen member Industrial Board has been organized in the county. This organization, with headquarters in Lucedale, is exerting maximum effort in interesting industrialists into their area. Potentials for industry are many—plentiful water supplies, temperate year-round climate, low operating costs, available freight facilities, and most important—an ex-

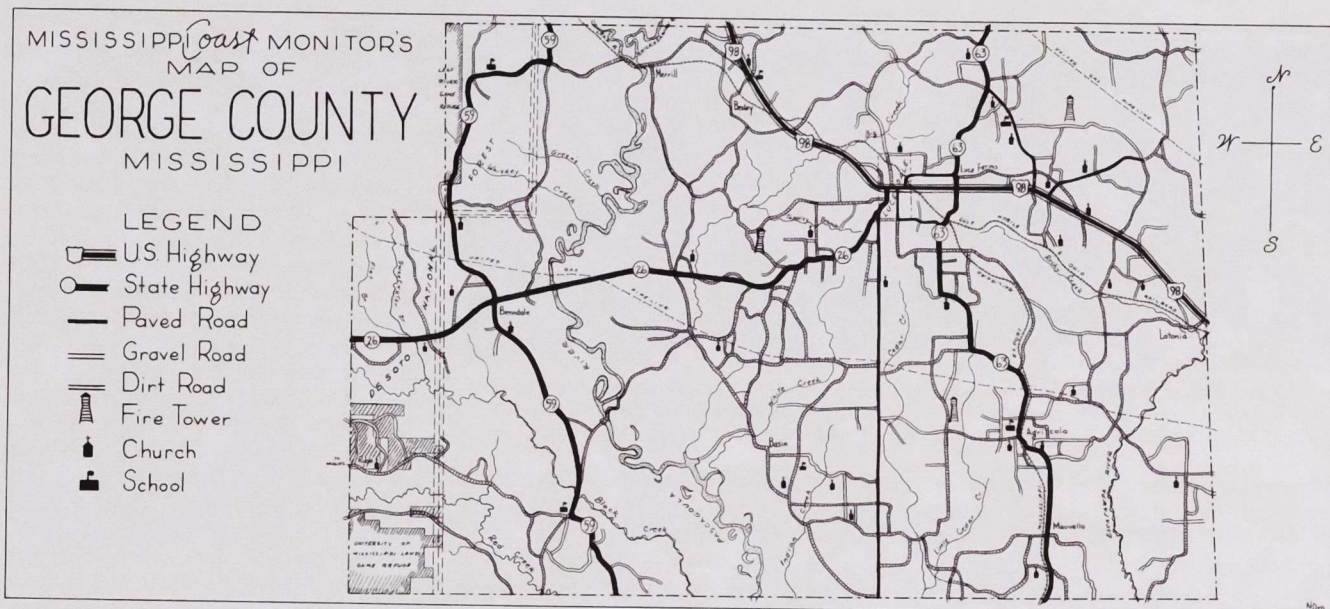
cellent pool of native labor (including many skilled workers). A survey was made recently to locate female workers for garment manufacturing. In the Lucedale area eight hundred women were available with three hundred already trained for this type of employment. Living costs are relatively low and wage scales are in proportion—beginning with the minimum \$1.00 per hour and increasing to \$2.00 per hour for skilled male labor.

Indicative of prosperity, the homes of the area are substantially built and well kept. The people, 99% native born, are intelligent and live comfortably. Many supplement incomes by planting gardens which provide table foods.

Parts of the Red Creek Wildlife Game Preserve are located in George County. This preserve, one of the largest and finest in the nation, provides happy hunting grounds with game of all description (in season) for the hunter. Quail and dove are plentiful, with limits bagged during open season.

Fishing is superior in the many fresh water sources of the county. Excellent catches of bream, bass, catfish, are made by lovers of this sport. Salt water fishing is available by short drives to the coast.

The county maintains excellent schools, operating under the County Unit System. Five High schools with grades one through twelve, and two grammar schools have enrollments of three thousand students. Three hundred and fifty Negro students are enrolled in a modern new school completed in 1959, with grades one through twelve. A fleet of forty-six buses, owned and operated by the County School Board, provide free transportation to



all school children of the county. Students attending Perkinston Junior College are also given free bus transportation daily to and from this institution which is located in Stone County several miles south of Wiggins.

The county is governed by a Board of Supervisors, elected at four year intervals. Legal counsel is provided by a county attorney, and the Clerk of the Chancery Court serves as Clerk of the Supervisors' Board. Law enforcement is provided by an elected sheriff and two appointed deputies, operating with radio controlled cars.

Assessed valuation of the county is \$6,500,000.00, with assessment practice 20% of real value. Average county levies (including school tax levy) are forty-eight mills.

Medical facilities for the county are provided by the George County Hospital, a thirty-bed institution located in Lucedale and maintained by the county. Other medical facilities are available in Wiggins, Jackson and Harrison County.

A special feature of the year is the George County Fair. Staged in Lucedale, this event runs for a period of six days starting September 21 and continuing through September 26. Prizes are awarded, with judging of competitive exhibits of livestock, canning, preserving, needle-work and other crafts. Home Demonstration and 4-H clubs participate in this event, as do residents from all areas of the county.

The thrifty, industrious people of George County have not catered to tourist business, yet their area is enticing for many delightful visits. Relaxation comes naturally in this peaceful region. Tensions are easily shed and the joys of natural pleasures are readily

enjoyed. Fishing, hunting, swimming in the clear waters flowing over white sandy beds of streams, picnicking, hiking, and delightful drives over fine roads through pastoral and woodland areas, are the types of simple pleasures which long remain in memories. More sophisticated attractions are easily reached with short drives.

As the people of George County say "Ours is a fertile land, we are a happy people, and we invite you to come and share our prosperity and happiness." Good soil, good crops, good people and good potentials for industry await those who will take advantage of the opportunities of this southeast Mississippi County.

LUCEDALE

This pretty little inland town, with its aura of serenity, is located in the north central section of George County. Prosperity permeates the air, as evidenced by the cleanliness of the paved streets, curbed sidewalks, well tended homes, representative business district with modern buildings, and industrious, industrial-minded people.

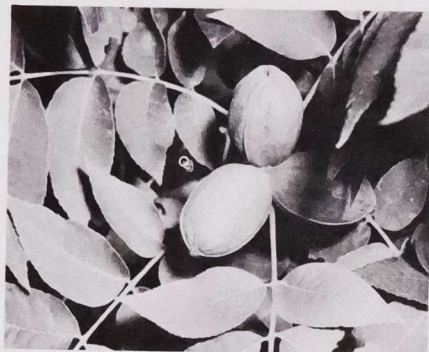
Older by several years than the county of which it is the seat of government, Lucedale was incorporated June 6, 1901, and operates under code charter. In recent years it has been experiencing steady growth, showing an increase from 1950, at which time its residence quota was 1,631, to an estimated 2,300 in 1958. The temperate year-round climate of the area is enjoyed by residents. The air is sweet and pure with elevations of one hundred and sixteen feet above sea level.

Fine highways leading into Lucedale from several directions make it easily accessible. Mobile, Alabama,

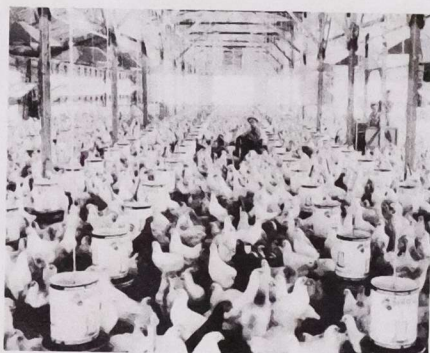
nearest large city, is reached by traveling U. S. 98 southeast for 36 miles. The same highway runs northwest from Lucedale to Hattiesburg, a distance of sixty-nine miles. From Pascagoula, about forty-five miles south of Lucedale, Mississippi 63 runs through town and north to Green County. Mississippi 26 (east and west) offers an excellent route to Wiggins, about thirty-six miles west of Lucedale, at which point it intersects U. S. 49, south to Gulfport and north to Jackson.

Railway passenger service is secured at Mobile or Pascagoula since Lucedale is not situated on a passenger line. Freight rail service is offered the town by the Gulf, Mobile and Ohio, and the Mississippi Export Railroads. Accommodations for bus travel are supplied by the Gulf Transport Company, which schedules daily buses through Lucedale to Mobile and Hattiesburg. A weekly newspaper, published in Lucedale is circulated throughout the county. Daily newspapers are received from Mobile and Jackson. Television is best received from Mobile and Hattiesburg, with radio receptions from all surrounding broadcasting areas. The Southern Bell Company furnishes the town telephone communication facilities. Lucedale, and industrial plants in the area, are supplied electric power by the Mississippi Power Company, with natural gas provided by Utilities Incorporated.

The greater part of the industry of the county is located in the Lucedale area, thus providing employment for many of the town's people. Functioning under an aldermatic form of government, the people elect a mayor and board of aldermen. A water plant, sewage treatment plant, and municipal and county maintained hospital, are



Pecans find a ready market and are an important source of revenue for many farmers.



Flourishing poultry farms operate in Stone County and throughout the coastal area.

town owned and operated enterprises. Approximately eight hundred homes are supplied with city water. Three marshalls are employed by the town to assure police protection. They operate with a radio controlled patrol car. Fire equipment consists of two 500 gallons-per-minute pumpers (one recently purchased is of latest design), which are manned by a volunteer crew of ten regularly drilled firmen. Water pressure is normally forty lbs. per square inch with emergency pressure of fifty pounds. Tax levies are fifteen mills inside city, and forty-eight mills outside city (including the County Unit School System levy). Assessed valuation of Lucedale is \$2,000,000, with assessments at 20% of real value.

Public schools of the town operate under the County Unit System. There are no private or parochial schools. In Lucedale one grammar school (grades one through eight) and one high school (grades one through twelve) have enrollments of 1,200 students. Football, baseball and basketball are played under supervised direction in the schools.

Recreation for the youth of the town is provided by a City Park, which contains two tennis courts and playground equipment. A skating rink is located in town and a privately owned swimming pool is opened for use for the children of the community. A good public library is located in Lucedale and is maintained by the town. Three theatres located in the area feature firstrun motion pictures.

Pleasant financial services are given by the Bank of Lucedale and the Farm Loan Board (a Federal Agency). Deposits of the bank exceed \$6,000,000. This was the first bank in the state to offer outside walk-up and drive-up windows for the convenience of its customers. The bank is currently undergoing extensive remodeling and re-decorating, which, when completed will make the building modern in every respect. The retail and wholesale business is stimulated by virtue of an extensive trade area, which draws business not only from George County, but from Washington and Mobile counties in Alabama. A well appointed motor court

and small hotel provided accommodations for travelers, and three good restaurants located in town, serve excellent food at reasonable prices.

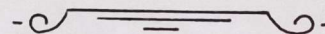
On July 1st, 1959, the Lucedale Post Office received a first class rating. Postal sales have increased from \$24,000.00 in 1950 to \$45,000.00 in 1958. Daily deliveries from the post office in rural communities are made to 9,000 residents and to 2,000 urban dwellers.

Business and civic leaders of the town are youthful and energetic, with forceful determination to better their town. Plans are underway for a golf course and club house. The town is a member of the State Hometown Development Program, which is carried out with beautification and progressive programs.

Four churches for white congregations are located in town and include the Lucedale Baptist Church, Lucedale Methodist Church, St. Lucy Catholic Church, and the Church of Christ. There are two Negro churches, the Lily Grove Baptist Church and the Morning Star Methodist Church.

Medical facilities include the George County Hospital, a thirty-bed institution, and the services of six physicians and two dentists.

The people of Lucedale are genteel and courteous in welcoming guests into their city and are anxious to have their town appreciated. Browsing about the peaceful little town establishes a depth of repose which creates a reluctance to leave. Prosperity and peace are indeed two good words which are known—and felt—in this pretty little Southern town called Lucedale.



Tell me more -

about _____ in Coastal Mississippi.
I am interested in ☐ becoming a new resident,
☐ spending a vacation, ☐ establishing a
business, ☐ locating an industrial site.

NAME _____

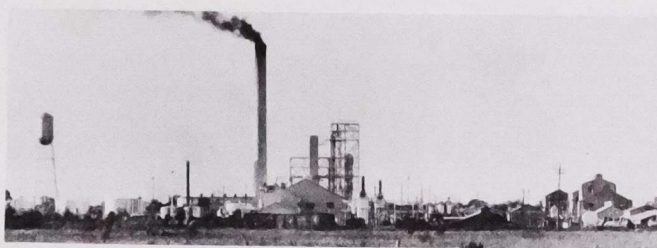
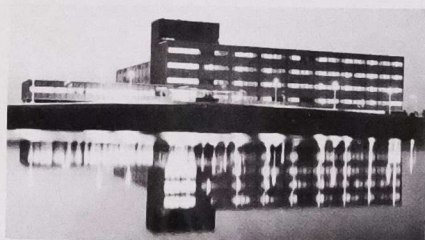
ADDRESS _____

CITY, ZONE, STATE _____

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MEMOS and

OBSERVATIONS



This initial issue tells briefly of the opportunity that beckons in Coastal Mississippi. It contains but a small portion of all there is to be told. Our aim is to render a service to you who have an interest in the area. We also serve those who are established here by informing others of their products or services and successful growth. The six counties are grouped for the simple and obvious reason that miles shortened by excellent transportation and communication have created an interdependency in areas formerly operating as isolated communities. Archaic ideas of rivalry among neighboring counties or towns have been replaced by profitable mutual cooperation. Mississippi's Balance Agriculture with Industry (BAWI) Law permits counties, municipalities and districts to enter into and promote industrial development. The Agricultural and Industrial (A&I) Board, with headquarters in Jackson, assists with direction and promotion. Associations such as Tung, Forestry, Dairymen, Cattlemen, Hotel and Motel, Architects and Builders, etc., work with all who are concerned in each interest without regard to boundaries. This overall sound planning eliminates complexities formerly confronting individual endeavors. In future issues we will go into more details of specific operations. We will continue to provide the essential statistics contained in this book. Our staff will be in constant touch with all new developments and at any time provide you, on request, with additional information pertinent to your own particular requirements. We sincerely hope that with words and pictures we have conveyed to you the great potential of this land of promise—this new frontier of industry, this land of fun and sun in South Mississippi.

At Your Service IN THE SIX COUNTY COASTAL AREA—

COUNTY AND CITY OFFICES

GEORGE COUNTY		
Court House, Chancery Clerk	WH 72933	
County Agent	WH 73303	
LUCEDALE		
Mayor's Office, City Hall	WH 73261	
RICHTON		
City Hall	Richton 3801	
HANCOCK COUNTY		
Court House, Clerk of Courts	HO 76652	
County Agent, Necaise Ave.	HO 74631	
BAY ST. LOUIS		
Mayor's Office, City Hall	HO 76633	
WAVELAND		
City Hall	HO 76301	
HARRISON COUNTY		
Court House, Chancery Clerk	UN 32971	
County Agent, Court House	UN 36941	
BILOXI		
City Offices, City Hall	ID 22511	
GULFPORT		
Mayor's Office, City Hall	UN 41194	
LONG BEACH		
City Clerk, City Hall	UN 31544	
PASS CHRISTIAN		
City Hall	GL 22833	
JACKSON COUNTY		
Court House, Chancery Clerk	SO 23741	
County Agent, Court House	SO 21303	
PASCAGOULA		
Mayor's Office, City Hall	SO 21155	
MOSS POINT		
Mayor's Office, City Hall	GR 54851	
OCEAN SPRINGS		
City Hall, 1018 Porter Ave.	TR 55166	
PEARL RIVER COUNTY		
Court House, Chancery Clerk	SW 54283	
County Agent, Post Office Bldg.	SW 54224	
PICAYUNE		
City Manager, City Hall—		
Goodyear Blvd.	SY 83011	
POPARVILLE		
City Hall, Mayor's Office—		
Main St.	SW 58161	
STONE COUNTY		
Court House, Chancery Clerk	WA 84416	
County Agent, Court House	WA 84816	
WIGGINS		
City Clerk	WA 84971	

FIRE PROTECTION

GEORGE COUNTY		
RURAL—Central Tower—		
Dial O ask for County 1503		
Luca Tower—Dial O ask for County 1504		
Miss. Forestry Tower	WH 72947	
LUCEDALE—Fire Dept.		
	WH 73406	
HANCOCK COUNTY		
RURAL—Rocky Hill Tower		
	HO 74811	
BAY ST. LOUIS—Fire Dept.		
	HO 75151	
WAVELAND—Fire Dept.		
	HO 76301	
HARRISON COUNTY		
RURAL—Gundlach Tower		
	UN 42061	
BILOXI—to report a fire		
	ID 63737	
GULFPORT—to report a fire		
	UN 31212	
LEMOYNE—Volunteer fire dept.		
	ID 27566	
LONG BEACH—Fire Dept.		
	UN 37292	
ORANGE GROVE—Volunteer		
Fire Dept.	UN 38316	
PASS CHRISTIAN—Fire Dept.		
	GL 24141	
JACKSON COUNTY		
RURAL—Hilda Tower		
	SO 25171	
PASCAGOULA—to report a fire		
	SO 21133	
MOSS POINT—Fire Dept.		
	GR 53131	
OCEAN SPRINGS—Fire Dept.		
	TR 55442	
PEARL RIVER COUNTY		
RURAL—Bilbo Tower		
	SW 54232	
PICAYUNE—to report a fire		
	SY 84841	

POPLARVILLE—Fire Dept.	SW 54212
STONE COUNTY	
RURAL—University Tower	WA 83322

HOSPITALS

GEORGE COUNTY	
George County Hospital—	
Lucedale	WH 73131
HANCOCK COUNTY	
Hancock County Hospital,	
128 Carroll	HO 76585
After May 1st, 700 Dunbar Ave.	
HARRISON COUNTY	
Biloxi Hospital, 401 E. Beach	ID 64321
Gulfport Memorial Hospital,	
Broad Ave.	UN 31441
Veteran's Adm. Center Biloxi,	
Pass Rd.	ID 21541
Veteran's Adm. Center Gulfport,	
E. Beach	UN 31972
Pass Christian Clinic (County) 2nd cor. Hiern	
JACKSON COUNTY	
Singing River Hospital (County)	
Highway 90 E. of Pascagoula	SO 23241
PEARL RIVER COUNTY	
PICAYUNE—L. O. Crosby Memorial	
Hospital, Goodyear Blvd.	SY 84711
POPARVILLE—Pearl River County	
Hospital, Hgwy. 11 N.	SW 54545
STONE COUNTY	
Stone County Hospital, Wiggins	WA 84471

LAW ENFORCEMENT AND POLICE PROTECTION

GEORGE COUNTY	
Sheriff's Office—Court House,	
Lucedale	WH 73155
Lucedale Police	WH 73216
HANCOCK COUNTY	
Sheriff's Office—Court House,	
Bay St. Louis	HO 75101
Bay St. Louis Police Dept.,	
302 Ulman Ave.	HO 76133
Waveland Town Marshal,	
209 Waveland Ave.	HO 76474
HARRISON COUNTY	
Sheriff's Office, County Jail	UN 37611
Biloxi Police Dept., City Hall	ID 64623
Gulfport Police Dept., 2315 RR.	UN 34211
Long Beach Police Dept.	UN 37292
Pass Christian Police Dept., W. 2nd	GL 22231
JACKSON COUNTY	
Sheriff's Office, Court House,	
Pascagoula	SO 22274
Pascagoula Police Dept., City Hall	SO 22211
Moss Point Police Dept., City Hall	GR 53131
Ocean Springs Police Dept.,	
E. Porter Ave.	TR 54411
PEARL RIVER COUNTY	
Sheriff's Office, Court House,	
Poplarville	SW 54716
Picayune Police Dept., City Hall	SY 84844
Poplarville Police Dept.	SY 58161
STONE COUNTY	
Sheriff's Office, Court House,	
Wiggins	WA 84894
Wiggins Marshal	WA 84971

CHAMBERS OF COMMERCE

Hancock County Chamber of	
Commerce—City Hall, 2nd St.	HO 74252
Biloxi Chamber of Commerce—	
1036 Central Beach Blvd.	ID 66236
Gulfport Chamber of Commerce—	
2309 E. Beach	UN 32933
Long Beach Chamber of Commerce—	
secy., 106 Jeff Davis	UN 41901

Pass Christian Chamber of Commerce—	
Hgwy. 90, cor. Market	GL 22252
Pascagoula Chamber of Commerce—	
Delmas Ave.	SO 29906
Pascagoula Jaycees—	
213 Delmas Ave.	SO 29906
Moss Point Chamber of Commerce—	
City Hall, Denny Ave.	GR 57543
Picayune Chamber of Commerce—	
114½ E. Canal	SY 83122
Poplarville Jaycees, Pres. Office—	
SW 54224 or call	SW 54439

CHURCHES

First Baptist Church, 141 Main St.	HO 74005
Shitalo Memorial Baptist Church,	
Kiln Road	HO 74861
Church of the Annunciation	
(Catholic) Kiln	HO 75800
Our Lady of the Gulf Catholic	
Church, 228 S. Beach	HO 75162
St. Rose de Lima Catholic Church,	
301 Necaise Ave.	HO 76584
St. Henry's Catholic Chapel, Old Kiln Road	
St. Joseph's Catholic Chapel, Dunbar Ave.	
Bayou La Croix Catholic Chapel,	
Bayou La Croix Road	
Rocky Hill Catholic Chapel, Miss. Hgwy. 603	
Fenton Catholic Chapel, Fenton	
St. Joseph's Catholic Church,	
Pearlington	Logtown 2611
Christ Episcopal Church,	
North Beach	HO 76278
Methodist Church,	
Main cor. 2nd St.	HO 74538
Presbyterian Church, de Montluzin St.	
BILOXI	
Assembly of God First Church,	
438 Oak	ID 27979
Central Assembly of God Church,	
608 E. Division	ID 20841
Big Ridge Baptist Church,	
Big Ridge Rd.	ID 65397
E. Howard Baptist Church,	
1500 E. Howard Ave.	ID 21022
Emmanuel Baptist Church,	
513 Rodenburg Ave.	ID 27136
First Baptist Ch. 901 W. Howard	ID 22681
First Missionary Baptist Church,	
405 E. Railroad	ID 27295
Forest Ave. Baptist Church,	
701 Forest Ave.	ID 27672
Main St. Baptist Ch., 837 Main St.	ID 21037
New Bethel Baptist Church,	
703 Main St.	ID 28320
Trinity Baptist Church,	
4929 Southern Ave.	ID 27665
Nativity of the Blessed Virgin Mary	
Cath. Ch., 612 W. Howard Ave.	ID 22601
Our Lady of Fatima Catholic	
Church, Pass Road	ID 22332
Our Mother of Sorrows Catholic	
Church, 301 W. Division	ID 66503
St. John's Catholic Church,	
109 Bradford	ID 64824
St. Louis' Catholic Church,	
912 E. Division	ID 27735
St. Michael's Catholic Church,	
1425 E. Beach	ID 63426
Calvary Bible Church (Christian)	
2941 Pass Road	ID 27050
First Church of Christ Scientist,	
1101 W. Howard Ave.	ID 28554
Church of Christ, 212 Keller Place	ID 27372
Church of God, 1100 W. Division	ID 22246
Church of the Redeemer (Episcopal)	
445 E. Beach	ID 63123
First Evangelical and Reform Church,	
1013 W. Howard Ave.	ID 22963

At Your Service IN THE SIX COUNTY COASTAL AREA -

St. Paul's Back Bay Church
(Evangelical and Reform),
424 Chartres ID 64124

Church of Jesus Christ of Latter Day
Saints, 870 Forest Ave. ID 65912

Lutheran Church of the Good
Shepherd, 3610 Pass Road ID 27189

First Methodist Church,
120 Hopkins Blvd. ID 64371

East End Methodist Church,
1015 E. Howard Ave. ID 65988

Beth Israel Temple (Jewish),
Camelia St. ID 63958

Legett Memorial Methodist Church,
1950 W. Beach ID 28213

St. John's Methodist Church,
432 E. Division ID 20197

First Church of the Nazarene,
228 Porter Ave. ID 22174

First Presbyterian Church,
1818 W. Beach ID 63384

GULFPORT

Assembly of God Church,
2420 25th St. UN 36205

Bayou View Baptist Church,
82 48th St. UN 32482

Bowen Memorial Baptist Church,
Pass Road UN 35108

Boardmoor Baptist Church,
1902 Kelly UN 34489

First Baptist Church, 14th St. UN 38501

Handsboro First Missionary Baptist
Church, Pass Road UN 30321

Grace Memorial Baptist Church,
2300 23rd Ave. UN 35096

Gulf Gardens Baptist Church,
1418 38th Ave. UN 42210

Gulfport Heights Baptist Church,
4624 28th St. UN 36571

Handsboro Baptist Church,
Pass Road UN 32388

New Hope Baptist Church,
Landon Road UN 39705

Pass Road Baptist Ch., Pass Rd. UN 31697

St. Ann's Catholic Church, Lizana UN 31207

St. James' Catholic Church,
Teagarden Rd. Miss. City UN 38482

St. John's Catholic Church,
2414 17th St. UN 42272

St. Therese's Catholic Church,
3514 18th St. UN 30624

First Church of Christ Scientist,
1517 21st Ave. UN 35506

Church of Christ, 1509 22nd Ave. UN 37796

First Church of God, 2103 29th St. UN 42222

St. Peter's by the Sea Episcopal
Church, 3100 W. Beach UN 32611

Jehovah's Witness, 617 31st St. UN 42446

Burton Memorial Methodist Church,
2415 22nd Ave. UN 37544

Miss. City Methodist Church,
2312 Church Dr. UN 32301

Handsboro Methodist Church,
Handsboro UN 35487

Trinity Methodist Church,
5007 Lawson Ave. UN 32717

St. Paul's African Methodist
Episcopal Church, 3208 21st St. UN 38905

Church of the Nazarene,
2106 22nd Ave. UN 41111

First Pentacostal Church,
2601 17th Ave. UN 35638

First Presbyterian Church,
E. Beach UN 32664

Handsboro Presbyterian Church,
1308 Pass Road UN 30254

LONG BEACH

Long Beach First Baptist Church,
Jeff Davis Ave. UN 42584

St. Thomas Catholic Church,
720 E. Beach UN 31610

First Methodist Church of Long Beach
204 Church St. UN 39619

LUCEDALE

Agricola Baptist Church Pastorium,
Agricola WH 72460

First Baptist Church WH 73226

Rocky Creek Baptist Church,
Rocky Creek Road WH 72993

Richton Baptist Church Richton 2091

Lucedale Church of Christ WH 72964

Rocky Creek Church of Christ,
Rocky Creek WH 72231

Lucedale Methodist Church,
Main St. WH 73270

MOSS POINT

East Moss Point Baptist Church,
Grierson GR 53521

Eastside Baptist Church,
1111 Bryant GR 54958

First Baptist Church, 813 Main GR 54958

First Baptist Colored Church,
102 E. Bayou GR 57238

Griffin St. Baptist Church,
Griffin St. GR 57663

Pineview Baptist Church, Kreole GR 58944

East Moss Point Holiness Church,
402 Stauter GR 58215

Escatawpa Methodist Church,
Escatawpa GR 58703

Kreole Methodist Church, Kreole GR 58772

Moss Point Methodist Church,
610 Weems GR 53552

Presbyterian Church, 714 Dantzler GR 52146

OCEAN SPRINGS

First Baptist Church,
1017 Porter Ave. TR 54532

St. Alphonsus Catholic Church,
512 Jackson Ave. TR 55385

St. John's Episcopal Church,
W. Porter Ave. TR 54454

St. Paul's Methodist Church,
515 Rayburn TR 55272

Presbyterian Church,
921 Ocean Ave. TR 55326

Vanceleave Baptist Church,
Vanceleave Rd. VA 68831

PASCAGOULA

First Assembly of God Church,
607 N. Pascagoula SO 21338

Calvary Baptist Church,
811 Market St. SO 21338

Eastlawn Baptist Church,
1104 Belair SO 24160

Gautier First Baptist Church, Gautier SO 25

Gautier First Baptist Church,
Gautier SO 25388

Union Baptist Church,
654 Dupont Ave. SO 25503

Unity Baptist Church,
Bayou Casotte SO 21769

Wade Baptist Church, Wade JU 82481

Our Lady of Victories Catholic
Church, Magnolia Ave. SO 21653

Church of Christ, 596 E. Lincoln SO 25208

First Church of God,
Old Mobile Hgwy. SO 22659

St. John's Episcopal Church,
354 W. Live Oak SO 21705

Lutheran Church, 318 S.
Pascagoula SO 21754

Eastlawn Methodist Church,
Ingalls Ave. SO 22364

First Methodist Church,
442 S. Pascagoula EO 25222

Zion Church (Methodist),
548 Convent Ave. SO 22647

Church of the Nazarene,
944 S. Pasacgoula SO 22968

First Pentacostal Church,
520 E. Lincoln Ave. SO 23438

Presbyterian Church, 714 Dantzler SO 22824

PASS CHRISTIAN

St. Paul's Catholic Church,
140 E. Beach GL 22584

St. Philomena's Catholic Church,
222 E. Railroad GL 24514

Trinity Episcopal Church GL 24563

PICAYUNE

First Baptist Church,
Goodyear Blvd. SY 84886

Goodyear Baptist Church, Beach SY 86193

New Palestine Baptist Church,
Palestine Road SY 83571

Pearl River Baptist Church,
Goodyear Blvd. SY 84847

Pilgrim Bound Baptist Church,
N. Blanks Ave. SY 85457

St. Charles' Catholic Church,
Goodyear Blvd.

First Methodist Church,
N. Haugh Ave. SY 83986

Presbyterian Church, 5th Ave. SY 86189

POPLARVILLE

First Baptist Church, SW 54384

Juniper Grove Baptist Church SW 54446

Oak Hill Baptist Church SW 54485

Spring Hill Baptist Church SW 58126

First Methodist Church SW 58436

WIGGINS

First Baptist Church WA 84831

Perkinston Baptist Church WA 83726

Methodist Church WA 84880

SCHOOLS

BAY ST. LOUIS

Bay High, 202 Second St. HO 76611

Central Elementary School,
Christ Episcopal Day School,
912 S. Beach HO 75125

Gulfview School, Lakeshore HO 74655

Valena C. Jones School,
Old Spanish Trail HO 74311

North Central Elementary and
High School, Hgwy. 603

St. Augustine's Seminary,
Ulman Ave. HO 74332

St. Joseph's Academy,
222 S. Beach HO 75446

St. Stanislaus College,
304 S. Beach HO 76560

Taylor School, Leonhard Ave. HO 74642

Waveland School, Coleman Ave.

Webb Schol, Third St. HO 74616

Logtown School, Logtown 2143

BILOXI

Biloxi High School,
E. Howard Ave. ID 64649

Biloxi Junior High,
E. Howard Ave. ID 64648

Brothers of Holy Cross,
900 Hopkins Blvd. ID 27482

d'Iberville High School,
225 Church Ave. ID 27834

d'Iberville High School,
225 Church Ave. ID 27834

Dukate School,
1008 E. Howard Ave. ID 27226

Good Shepherd School (Lutheran)
3610 Pass Road ID 27189

Gorenflo School,
921 Lameuse ID 25228

Howard School No. 2,
1501 E. Howard ID 63553

At Your Service IN THE SIX COUNTY COASTAL AREA -

Mary E. Michel School, Father Ryan Ave. ID 28423	LONG BEACH	Beach Elementary School, Market St. SO 21609
Nativity of Blessed Virgin Mary Elementary School, 1028 Central Blvd. ID 22269	Gulf Park College, W. Beach UN 31244	Central Elementary School, Dupont Ave. SO 22325
M. F. Nichols School, 950 Bellman ID 22538	Long Beach Elementary School, Jeff Davis Ave. UN 41146	Eastlawn Elementary School, E. Lincoln Ave. SO. 25273
Notre Dame High School, 900 Hopkins ID 25135	Long Beach High School, Railroad Ave.	Lake Elementary School, Spring St. SO 23425
Sacred Heart Girls' High School, 431 Fayard ID 66046	St. Thomas School, E. Beach UN 36876	Skip St. Elementary School, Skip St. SO 24940
St. John's School, 109 Bradford ID 63157	LUCEDALE	South Elementary School, Buena Vista SO 21394
St. Martin's School, N. Biloxi ID 66432	Agricola Consolidated School, Agricola WH 72424	Carver High School, Tucker St. SO 25090
St. Michael's School, Pine St. ID 27964	Basin School, Basin WH 73843	Pascagoula High School, S. Pascagoula St. SO 25141
St. Theresa's School, 129 Church Ave. ID 66934	Central School, Central WH 72429	Pascagoula Junior High School, S. Pascagoula St. SO 23176
West End School, 300 St. John ID 27783	Lucedale Colored School WH 73394	Hurley School, Hurley JU 82021
Wool Market Vocational High School, Wool Market Road ID 27182	Lucedale High School WH 73394	Wade High School, Wade JU 82451
GULFPORT	Rocky Creek Consolidated School, Rocky Creek Rd. WH 73886	Vancleave Consolidated School, Vancleave VA 68191
Fernwood School RFD No. 1 UN 37583	Beaumont Colored School, Beaumont ST 42891	PASS CHRISTIAN
Gulf Coast Military Academy, E. Beach UN 34683	Beaumont High School, Beaumont ST 43322	Pass Christian Colored School, Cirk St. GL 24383
Bayou View School, Washington Ave. UN. 39808	Green Vocation School, Leaf Rd., McLain PL 34162	DeLisle School, DeLisle GL 22681
Central Elementary School, 2300 17th UN 30590	McLain High School, McLain PL 34341	The Kern School, 923 E. Beach GL 22552
East Gulfport Junior High, 28th St. UN 42577	Mattie Jones High School, Richton RI 6452	Our Lady of the Snows Seminary (Oblate Fathers) Phine Hills GL 24164
East Ward School, Thornton Ave. UN 41563	Richton High School, Richton RI 2861	Pass Christian Public School, W. Second St. GL 24575
Gulfport High School, 15th St. UN 37471	MOSS POINT	PICAYUNE
North Central Ward School, 25th St. UN 38399	Central School, 607 Weems GR 53121	Picayune Memorial High School, Goodyear SY 83925
Northeast Elementary School, Old Pass Road UN 32817	Ely Junior High School, Dantzler GR 58757	Picayune Junior High School 5th Ave. SY 83278
Thirty Third Ave. Elem. School, 20th St. UN 34408	Escatawpa School, Escatawpa GR 58795	Carriere High School, Carriere SY 83969
Thirty Third Ave. School, 33rd Ave. UN 35860	Charlotte Hyatt Elementary School, 411 Welch GR 52171	East Side Elementary School SY 83920
Handsboro School, Handsboro UN 42700	Magnolia Elementary School, 101 Magnolia GR 58405	Henleyfield Consolidated School, Henleyfield SY 83659
Harrison Elementary School, Dedeaux Road UN 33926	Magnolia High School, Magnolia GR 57511	West Side Elementary School SY 83625
Harrison Junior High School, Orange Grove UN 38116	Ed Mayo Elementary School, Mill St. GR 57518	Carver High School, Rosa St. SY 86686
Harrison Senior High School, Lyman UN 36220	Orange Lake School, Hgwy. 90 GR 57348	Industrial High School, Industrial SY 83718
Mississippi City School, Miss. City UN 31945	OCEAN SPRINGS	POPLARVILLE
St. John's Elementary Catholic School 25th Ave. UN 31606	Ocean Springs Junior High, Government TR 54367	Poplarville Elementary School SW 58477
St. John's High School, Pass Road UN 38141	Ocean Springs Senior High School, Government TR 54226	Poplarville High School SW 54736
Saucier Elementary School, Saucier UN 38058	Ocean Springs Colored School, Nelsons Grove TR 54172	Pearl River College SW 54571
Turkey Creek Consolidated Colored School, Turkey Creek Rd. UN 32678	St. Alphonsus Catholic School, 504 Jackson Ave. TR 55329	WIGGINS
West Gulfport Junior High School, 44th Ave. UN 42232	PASCAGOULA	Helena School WA 83591
West Ward School, W. Beach UN 39875	Cerebral Palsy School, 711 11th St. SO 21457	Home Vocational High School, Big Levi WA 83380
	Convent of the Most Holy Sacrament, 226 Convent Ave. SO 21227	Perkinson Grammer School, Perkinson WA 83380
	Gautier School, Gautier SO 25587	Perkinson Junior College, Perkinson WA 83313
	Our Lady of Victories Elementary School, W. Convent Ave. SO 25113	Stone County Training School WA 84876
	Our Lady of Victories Junior High W. Convent Ave. SO 23718	Wiggins Elementary School WA 84805
	Our Lady of Victories High School, W. Watts Ave. SO 23353	Wiggins High School WA 84532

CONFEDERATE INN and COLONIAL COURT

"Center of Southern Hospitality"

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DELIGHTFUL MOTEL • TV • PHONES • POOL

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KITCHENETTES OPTIONAL

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Mississippi Coast's
Most Original Restaurant

Food that's not only GOOD
but DIFFERENT

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Biloxi

THE HEART OF

the **AMERICAN RIVIERA**

RESORT AND CONVENTION CENTER OF THE CENTRAL GULF COAST

On miles of beautiful white sands residents and visitors alike bask in the warm sunshine year round. Tropical breezes invite the sailboats to sparkling waters and the fishing's great. Accommodations? They're the finest — and reasonable! Driving along Beach Highway 90 you'll have your pick — from ultra sophisticated to family cottage.

Shrimp Capital OF THE NATION

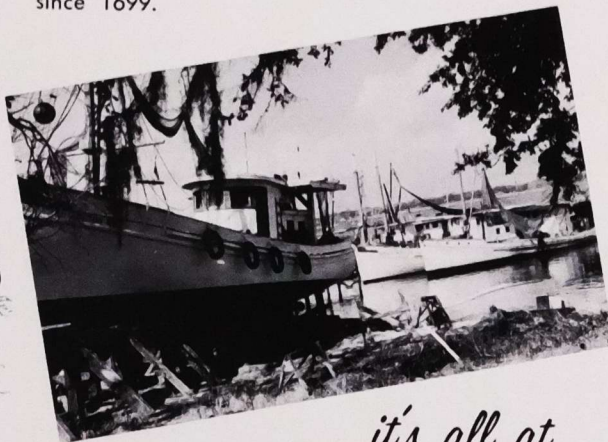
Fishing boats ply the waters of the Gulf bringing daily fresh supplies of seafood to the many restaurants and canneries. Shrimp, for which Biloxi is famous, is in great demand and along with oysters, crabs and fish, have created a major industry in our city.

Keesler AIR FORCE BASE

"The Electronics College of the Air", within the city limits of Biloxi, is the world's foremost radar training school. More than 1,500 buildings are located on the base.

Seafood and Yacht BOAT BUILDING

On the beautiful back Bay of Biloxi a unique industry has gained nationwide recognition. The boat builders of Biloxi are superior craftsmen and their skill is evident in the boats of the fishing fleet which line the wharves. Vessels have been built here since 1699.



it's all at . .

BILOXI, MISS.

"At the eastern end of the world's longest man made beach"

LOOK TO HANCOCK COUNTY

WHEN YOU

Talk about progress



The fine new sixteen-bed hospital pictured above is just one of our many planned expansions of educational and medical facilities. Development and utilization of natural resources continues — in forest products, agriculture, and mineral exploration. Industrial planning is actively underway. All indications point to record increases in business for the coming year. You'll be smart to plan a move to Hancock County — where youthful, far-sighted energies are building and planning for today AND the future.

HANCOCK COUNTY BOARD OF SUPERVISORS

Pulpwood and Timber

Vacation Land

Dairying

Oil and Natural Gas

Fine New Schools

